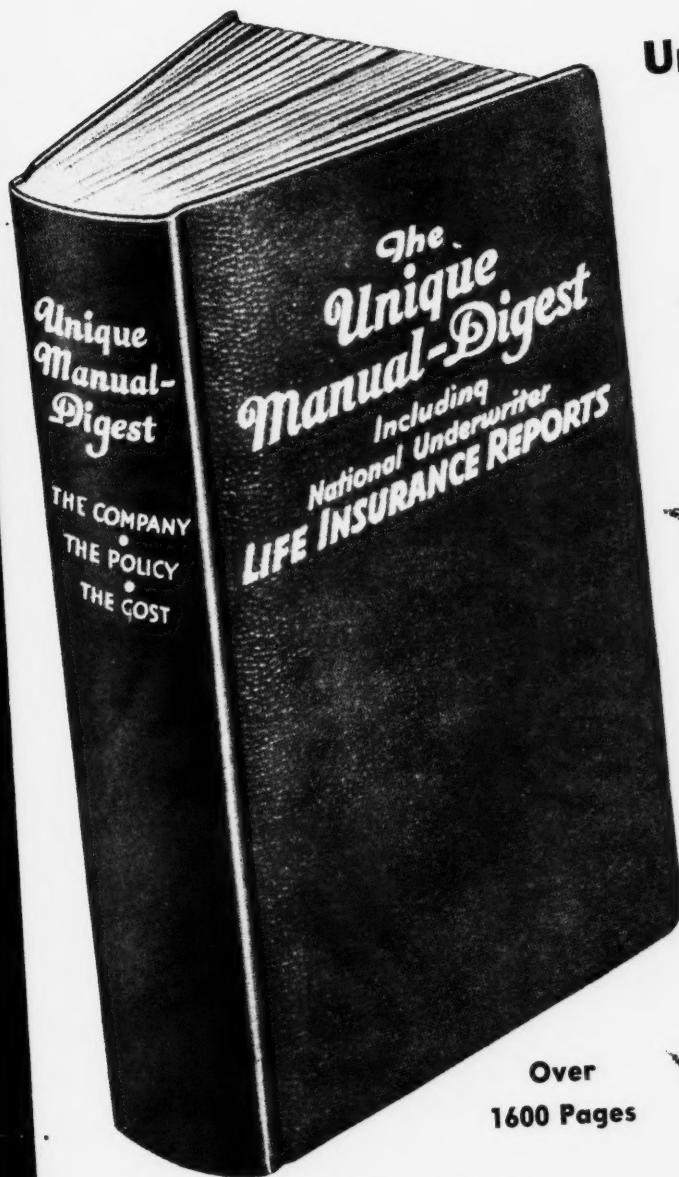


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This has been our rule on claims during the entire forty-three years of our existence:

"Pay all just claims promptly and pleasantly. Reject all unjust claims pleasantly but firmly. If doubt exists that cannot be removed, give the policyholder the benefit of it."



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**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**

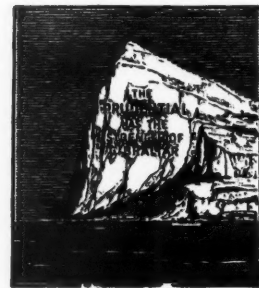
C. A. CRAIG, Chairman of the Board C. R. CLEMENTS, President
HOME OFFICE NATIONAL BLDG.
NASHVILLE TENNESSEE

WEASEL WORDS

The great Theodore Roosevelt thus described evasive phrases when important issues were involved, and he might well have placed "not yet" high on his list.

Too many dependent wives and children have been left in dire financial straits because of their breadwinner's decision to *WAIT* before acquiring needed life insurance.

It is the agent's duty and opportunity to convince such a prospect of the folly of such delay. He may find that later he will be unable to pass the doctor, or will be ineligible for some other reason.



The **Prudential**
Insurance Company of America

Home Office, NEWARK, N. J.

Cradle-Grave Plan Criticised at Counsel Forum

Social Security Expansion Topic of Discussion by International Association

Proposed expansion of social security schemes was severely criticised at an open forum discussion during the meeting of the International Association of Insurance Counsel in Chicago this week. J. E. Johnston, Greenville, S. C., presided, with comments contributed by V. C. Gorton, Chicago, vice-president and general counsel of Allstate; J. R. Peterson, Chicago, general counsel Continental Casualty, C. O. Pauley, Chicago, secretary Great Northern Life, Harold Gordon, Chicago, executive secretary Health & Accident Underwriters Conference, and D. E. McGugin, Nashville attorney.

Pointing out that most people regard present social security plans as settled and unlikely to be repealed, Mr. Peterson explained that the discussion would turn upon proposed extensions. He outlined the latest Wagner bill in Congress, which proposes to transfer unemployment insurance from state to federal administration, increase benefits up to \$30 per week, broaden the scope to include many persons not now under social security, increase old age benefits and include compulsory health insurance, with a 12% payroll tax, 6% to be paid by the employee, and a tax on self-employed persons of 7% of the market value of services rendered.

Staggering Cost

Mr. Peterson said that the cost of this plan is estimated at from \$8 billion to \$15 billion per year, but may be more. He questioned the need for the government embarking on such a scheme, pointing out the rapid growth of private hospitalization insurance in a relatively few years as a reasonable alternative, with about 25% of the people now carrying this coverage. He also said that dependence on the government is a characteristic of the Axis philosophy as distinguished from that of the United Nations, reminding his audience that Germany was the first country to adopt compulsory health insurance.

Mr. Pauley said that all exponents of the proposed American plans have been very vague about costs, but he asked whether the country could stand an additional crushing burden. If the national debt amounts to \$300 billion at the end of the war, it will take 50 years to amortize it, even at 2% interest, at \$9 billion a year, all to be borne by business in addition to the normal cost of government. He warned the audience of the tendency of bureaucracy to perpetuate itself, saying he is not afraid of a dictator, subject to human ills, but bureaucracy goes on and on.

Urges Test of Present System

Before embarking on extensions, Mr. Pauley said that the United States should first see how the present social security and unemployment compensation plans stand a depression. So far, they have existed only during a period of rising payrolls. He said he believes in social security and feels the government has a proper place in these plans,

New Pension Service Fee Plan

Indianapolis Life Pays 2% Beyond Renewal Period; Age 65 Benefits

Indianapolis Life has announced to its field men a new pension service fee plan, that takes effect July 1.

The plan provides a service fee of 2% on premium paying business beyond the renewal period, and there will not be any reduction in the regular first year or renewal commissions. In order to qualify for the fee, an agent must be actively under contract and servicing the company's business in a manner satisfactory to the company, and have \$12,000 or more of renewal premiums being paid to the company annually on business that he has produced. He must be with the company at least 10 years, since the service fee will not be paid on business on which renewals are being paid.

Pension at 65

Up to age 65 the agent must remain actively in the service of the company in order to get this fee. After he reaches 65, however, assuming that he has qualified to receive the service fee, it then becomes a pension and there are no further qualifications or service requirements. Since the company's average premium is above \$30 the pension will exceed \$50 per month per million of insurance upon which the fee is payable.

In addition to the pension from this source, the agent will also receive the renewals called for by his contract on business within the renewal period.

The pension plan provides that the amount received as a pension fee by the agent will never be less than the amount received the first year after he retires. It may increase due to added business going beyond the renewal period, but it can never decrease. Hence, he is guaranteed an income that he knows will not decrease.

General Agent's Requirements

In order for a general agent to qualify for the service fee, he must have at least \$20,000 in renewal premiums being paid to the company, based on his personal business and the business of his agents. The service fee is paid to the general agent on business produced by his agency even though the company may, at the same time, be paying a service fee to men in his agency who have qualified for the fee. After the general agent reaches age 65, he will receive a pension service fee providing he has qualified.

President E. B. Raub states that this step is in keeping with the policy of emphasizing quality business and high persistency and with the policy of helping its men build business in a professional manner that will assure the finest possible service to policyholders and a permanent, profitable career for the capable agent.

Mr. Raub reports that the agents are enthusiastic about the plan. He emphasizes that the plan requires no contribution on the part of the agent, but is in addition to all that is called for in his regular contract.

but that the main effort should be toward eliminating the causes of unemployment, rather than paying people to be unemployed.

Mr. Gorton discussed the effect of these schemes on liability insurance, saying that the ultimate objective would be the elimination of all suits based on personal injury. This, however, is not likely to occur during present lifetimes.

(CONTINUED ON PAGE 13)

Paul Hoffman, Paul Clark, E. L. Reiley on N.A.L.U. Card

NEW YORK—Three nationally known speakers, Paul G. Hoffman, Paul F. Clark and Edward L. Reiley, will address the annual meeting of the National Association of Life Underwriters in Pittsburgh next September, it is stated by Judd C. Benson of Cincinnati, program chairman.

Mr. Hoffman is chairman of the committee for economic development and also vice-chairman of the business advisory council, Department of Commerce, and president of the Studebaker Corporation of South Bend, Ind. Mr. Clark is vice-president and director of John Hancock Mutual and a past president of the N.A.L.U. Mr. Reiley is general agent for Penn Mutual in Cleveland, past president of the Philadelphia Association of Life Underwriters and of the Philadelphia C.L.U. chapter. All three of these men will speak before the main sessions of the meeting and each will discuss a phase of the theme, "Life Insurance—Geared for Victory," according to Mr. Benson.

Insurance Record of Ill. Legislature

The Illinois legislature adjourned Wednesday evening. The Guertin bill on non-forfeiture benefits, reserve valuations, etc., was the principal legislation in which life insurance people were interested. It passed the senate but its fate in the house was uncertain almost until the closing hours. It was sponsored by the Illinois department.

The bill passed that was favored by insurers to permit any domestic company licensed in Canada to invest not to exceed 5% (previously 2%) of its assets in such securities as are permitted like companies by Canadian laws.

The life insurance people had a minor interest in the amendments to the agents and brokers license law that were sought by the fire and casualty agents. One of the amendments provides for two classes of broker, instead of one as in the past. A class 1 broker will be licensed for life and accident and health and a class 2 broker for accident and health, casualty, fire, etc. The fee remains \$10 in Cook county and \$5 downstate. If an individual desires to be licensed as both a class 1 and class 2 broker, he will not be required to pay a double fee, however. There is a new provision that a broker must furnish a fidelity bond in a corporate surety company or a deposit of cash or securities in the amount of \$1,000 for a downstate broker and \$2,500 for a Cook county broker "for the reimbursement of all persons, partnerships, associations or corporations who may suffer loss because of violation by the said broker of any of the provisions of this section."

In the past a life insurance man had to submit to examination on fire and casualty topics to get a broker's license. Now he will be interrogated only on life and A. & H. subjects.

A number of obnoxious bills were killed. One provided that in any action upon a life policy if the insurer claimed that the assured made a false representation as to physical condition, etc., the insurer must allege affirmatively that the assured at the date of the application knew or had reasonable grounds to know such representation to be false and the burden is on the insurer to prove such allegation. Another bill provided that when any person is reported as "missing" or "missing in action" by federal authorities and after diligent in-

Insurance Counsel Group Studies Post- war, Air Problems

Much Interest and Large Turnout at Insurance Attorneys' Meeting

OFFICERS ELECTED

President—P. H. Eager, Jr., Jackson, Miss.

Vice-presidents — R. P. Hobson, Louisville; L. P. Hemry, American Mutual Liability, Boston; Lon Hocker, Jr., St. Louis.

Secretary—D. I. McAlister, Washington, Pa.

Treasurer—R. M. Noll, Marietta, O. (reelected).

New executive committee members—(To fill vacancy) K. B. Cope, Canton, O. (Full term) H. D. Combs, U. S. F. & G., Baltimore; W. P. McDonald, Memphis; C. W. Heyl, Peoria, Ill.

After a gap of two years, due to the government taking over its traditional meeting place at White Sulphur Springs at a date too late to rearrange the 1942 meeting, the International Association of Insurance Counsel held a lively and successful meeting at the Edgewater Beach Hotel in Chicago this week. Over 275 were registered and everyone felt that President Willis Smith, Raleigh, N. C., and Secretary R. B. Montgomery, Jr., New Orleans, had done an excellent job in transplanting and staging the revived meeting.

The impact of the war, which has called over 70 members of the association to the colors, was evident on the program. Technical legal subjects occupied a less prominent spot than usually and keen interest was aroused in discussions of the future of air transport, war time adjustments of insurance coverages and practices, the picture of marine insurance in a maritime nation and the place of America and the legal profession in a post-war world.

Change in Election System

When the 1942 meeting had to be abandoned, the executive committee re-appointed the officers and its members for another year. Executive committee members serve for three years, with three terms expiring each year. To avoid electing six new members this year, the executive committee proposed that only the three whose terms expired in 1942 be replaced now and that the others be extended for a year and his recommen-

(CONTINUED ON LAST PAGE)

quiry it cannot be established that such person is still living then at the expiration of one year such facts shall be prima facie proof that the person is dead.

The fate was uncertain of a bill to make it unlawful for any company or agent to make or knowingly cause to be made or issue any policy intended to create the impression that the company, its finance or status or the payment of its claims or the merits, desirability or advisability of its policy forms or plans of insurance are endorsed or guaranteed by the state of Illinois or the federal government. The reaction of insurance people toward this legislation was mixed. Some felt that while its purpose was laudable it might cause incidental embarrassment to legitimate practitioners.

Able Men in Army Insurance Branch

Supervises All Insurance Lines Affecting War Department Contractors

WASHINGTON—The recent action of the insurance branch of the army on group life contracts has caused many life insurance men to be surprised at the scope and size of the branch, which now numbers 38 commissioned officers,



LIEUT. COL. REESE F. HILL

all experienced insurance men. Casualty and fire insurance men have dealt with it for 2½ years, during which time it has become a factor of outstanding importance in the supervision of insurance lines on contractors working for the war department.

Lieut. Col. Reese F. Hill, a graduate of The Citadel and formerly supervising underwriter for Fidelity & Casualty at Washington, organized the branch when he entered active service as a lieutenant late in 1940. He was promoted to captain early in 1941, to major early in 1942 and to his present rank last August.

Duties of Branch

The functions of the insurance branch, which is part of the army service forces, formerly the services of supply, are officially described as promulgation of war department policy regarding provisions and arrangements involving liability of the war department, its contractors, agencies and instrumentalities for loss of life, personal injury, property damage and capture and detention and supervision of the use, purchase, approval and administration of insurance and bonds for the war department.

The insurance branch, which sets up and administers policies affecting insurance on all contracts and other matters in which the war department is interested, is divided into five sections in the Pentagon building at Washington, casualty, fire and marine, life, bonds and claims. A sixth section, field service, consists of two men in the office of each service command, who work in connection with all the departments.

Directly under Colonel Hill, with the title of assistant chief of branch, is Maj. S. R. Feller, noted New York insurance attorney. A graduate of Columbia University, where he was editor of the "Columbia Law Review," Major Feller served as first deputy of the New York insurance department under Superintendent G. S. Van Schaick and was also special counsel under Superintendent L. H. Pink.

The life section has supervision over all life, accident and health and pension plans. Maj. H. L. Plumley, chief of the section, who entered the army late in

Over-Centralized Plan Dangerous, Pink Declares

L. H. Pink, president Associated Hospital Service of New York City and former New York superintendent of insurance, spoke at the regional institute of "Blue Cross" plans, composed of a number of non-profit hospital service institutions, of which there are now 77. He said that these must be both in fact and in name community plans. The insurance departments supervise many of them and should supervise all, he declared.

Mr. Pink said the pressure for compulsory social security on a national basis increases daily. It brings with it the threat of over-centralization and regimentation of all phases of social and community life. The government, he said, though obviously in sympathy with compulsory medical insurance, hesitates to inaugurate it because of the difficulties involved. While hospital insurance is accepted by the public as a necessary service which is to be paid for, medical insurance is still in a state of experimentation. There is as yet no effective demand, he added.

In the hospital field, Mr. Pink said there has been evolved a standard plan which works but in medical insurance there has as yet been found no satisfactory standard product. The actuarial problem he thinks is particularly difficult to solve. The attitude of the medical profession, he asserted, has changed greatly in recent years and is becoming more friendly to the idea of spreading medical care more adequately by medical insurance.

Mr. Pink said the United States is one of the last strongholds of a large middle class population and the majority will not be content with a small cash benefit of \$3 or \$4 a day intended merely to cover ward service.

1942, was assistant sales department superintendent for Travelers at the home office and had been with Travelers since he graduated from Williams College in 1925, serving as district supervisor in Connecticut and Massachusetts.

Capt. J. A. Hamilton of the life section was formerly in the actuarial department of Metropolitan Life in New York and is known among actuaries for his outstanding studies on group insurance. Captain Hamilton is a graduate of Queens University, Canada, and a fellow of both the Actuarial Society of America and the American Institute of Actuaries. Lieut. Samuel Miller entered the army as a private in 1942 and

Cal. High Court Upholds Pacific Mutual Vote Trust

LOS ANGELES—The California supreme court, in 4-2 decisions, disposed of four cases in the Pacific Mutual Life rehabilitation that clear up all the legal matters in dispute save one case, that of the measure of damages. This now is before the supreme court and a ruling is expected shortly.

The decisions, three in number, due to two of the causes being combined into a single ruling, uphold the voting trust plan, dismiss the plea of fraud made and hold the trial judge was not disqualified to hear the proceedings.

The most important of the cases was the dual one in which Commissioner Caminetti was petitioner, appellant and respondent; Pacific Mutual, et al, was respondent, and Wm. H. Neblett, et al, was petitioner, appellant and respondent. These two actions, combined into one because of their dual nature, attacked the validity and legality of the voting trust for Pacific Mutual. The opinion dwelt first on the contentions common to all parties. The court held that the voting trust does not constitute a new rehabilitation agreement for which court approval is required.

As to the contentions of Col. Neblett that the voting trust was invalid in that the then insurance commissioner, Samuel L. Carpenter, Jr., was a policyholder of Pacific Mutual and that Judge Vickers of the Los Angeles superior court was disqualified to sit in the statutory proceedings because his sister was a stockholder in Pacific Mutual, the court held that the law had been so amended as not to prohibit a policyholder from acting as conservator or liquidator, and he was not disqualified.

The second cause was an action in equity to annul all the orders and steps taken in the statutory proceedings; charges of fraud made; and to have the trial judge disqualified.

The last of the cases was an appeal from an order refusing to vacate certain orders affirmed.

went through officers candidate school, serving as an administrative officer at Ft. Devens, Mass., before joining the insurance branch in May of this year. Lieutenant Miller, a graduate of the University of Delaware, and an associate of the American Institute of Actuaries and the Actuarial Society of America, was with the actuarial department of Equitable Society at New York and made some important studies on occupational mortality and expense analysis.

Pass Actuarial Examinations

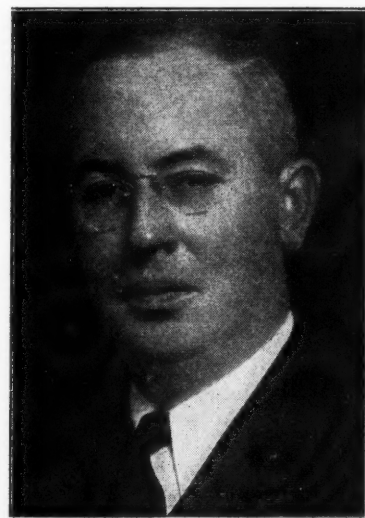


Five members of Lincoln National Life have successfully completed joint examinations of the Actuarial Society of America and the American Institute of Actuaries. They are shown receiving bonuses from A. J. McAndless, president; Walter O. Menge, second vice-president; and Ronald G. Stagg, associate actuary. Left to right are: Walter

W. Steffen, Dean A. Thomas, James L. Martin, Samuel P. Adams, George M. Bryce, Mr. Stagg, Mr. Menge, and Mr. McAndless.

Mr. Bryce, manager new business department, has been named fellow of the two organizations, and Mr. Adams, of the actuarial department, has been named to both groups as an associate.

Wings Sprouting



L. D. CAVANAUGH

President L. D. Cavanaugh of Federal Life of Chicago is slated for the presidency of the American Life Convention, the annual meeting to be held at the Edgewater Beach Hotel in Chicago the second week of October. He has served for three years on the executive committee, having been elected the same year with W. C. Schuppel, president of Oregon Mutual Life, who is now head of the American Life Convention. Mr. Cavanaugh is chairman of the program committee for this year's meeting. His associates are W. T. Grant, Business Men's and L. F. Lee, Peninsular Life. Col. C. B. Robbins, manager and general counsel, will not be able to participate in the convention activities as he is still confined to his bed at St. Luke's Hospital, Cedar Rapids, Ia.

Some Proposals Disallowed Under 5% Rule Relating to Company Officials

WASHINGTON — Officials in the salary stabilization division, Internal Revenue Bureau, have ruled in more than one individual case that insurance premiums paid on officers or employees of a company will be disallowed if of very limited application. A formal Treasury decision is expected to be issued covering this point.

As one official put the matter, a concern can not pick out a few top notchers and pay premiums on their insurance and get by with allowance of such amounts under the salary stabilization law. On the other hand, payment of premiums is allowed on insurance of all executives of a company, for instance, or all clerks, or some other large group as coming within the provisions of the stabilization act.

High Passing Grade Ratio

Employees of Home Life of New York have just scored an extremely high ratio of passing grades for examinations under the Life Office Management Association. All Home Life candidates passed one or more examinations. Some took as high as four examinations. Only 1% of the total represented failing grades.

Margaret Whiteker of the policyholders service department of Security Life & Accident passed the L. O. M. A. examinations with the highest grade of anyone in the United States and Canada. She has had this outstanding honor for two successive years, having tied with one other person for highest grade in the 1942 examinations. A large number of Security L. & A. employees has taken the examinations for the past several years, resulting in an excellent average each year of persons passing the examinations.

Proposed Farm Appraisal Form Held Undesirable

Experts Prefer Type Which Elicits Better Description of Essential Features

The most serious objection to the proposed standard form of farm appraisal report of the National Association of Insurance Commissioners is that it appears to be based on the theory that yes-or-no answers to a large number of specific questions are the best way of giving farm loan departments the data on which to base their judgments. According to representative companies in the farm mortgage field, however, it is preferable to use a form of report which will elicit comment and discussion of important aspects of the farm in question, for what is important in one section of the country may not be important in another.

For example, in one area good drainage can be virtually taken for granted and calls for no discussion. In another section 50 miles away it might be the critical question on every farm loan that comes up for consideration and the appraiser's discussion of it might well take up a third of the entire report's wordage. Similarly, creeping jenny, a form of morning glory, is a pest that may very well be an important factor in a farm's value in South Dakota, particularly in certain counties, and the appraiser should go into the noxious-weed question in full detail. In Illinois, on the other hand, it is no problem at all.

Yes-or-No Answers Unsuitable

Erosion is another factor which does not lend itself to simple yes-or-no treatment. It may be the main point of the report and deserve full exposition or it may not be worth mentioning, for the farm loan department would know without being told that there was no erosion problem in that area.

Another general criticism of the proposed form of report is that it contains little that is not in the average appraisal form used by companies and such additional items as it does contain are usually superfluous. On the other hand the form is said to lack adequate provision for specialized types of farming.

Irrigation Data Inadequate

For example, a company not lending in irrigated areas would have no use for the section dealing with irrigated farms. Yet this section would be wholly inadequate for a company which took such loans. Another example is the part dealing with submarginal lands. For a company which does not lend on such land these questions merely serve to clutter up the report.

At the same time the proposed form lacks some features which farm loan departments consider desirable. For example, one of the leading companies asks the appraiser to draw a diagram of the farm, showing by a colored pencil code what parts are bottom land, level, gently rolling or slope land, or rough and defective. Land that is cultivated, or in timber or in alfalfa is shown by different types of cross-hatching, while roads, fencing and tile lines are shown by distinctive lines.

"Well-intentioned but impractical" appears to be the reaction to the proposed commissioners' standard form among farm loan experts.

Expect Pension Trust Regulations Next Week

WASHINGTON—Regulations under provisions of the Revenue Act of 1942 relating to pension trusts are expected to be issued within perhaps a week, Treasury Department officials indicate. The proposed regulations were subject of a recent conference between Treasury officials and several members of the Senate finance committee who are familiar with the intent of Congress in enacting the pension trust provisions.

Recent reports that differences of opinion developed as between the two groups of conferees are in a measure confirmed, although it is said that such differences are not unlikely to occur between lawyers or others interested in such technical and complicated problems as those relating to pension trusts.

It was stated at the Treasury that it was not the view of its officials that persons earning more than \$3,000 a year may not receive larger benefits under a pension trust program than the social security act allows to persons earning less than \$3,000.

Officials said that the question was rather whether and under what conditions pension trusts can be approved by the Internal Revenue Commissioner. The answer to this question, it was indicated, is somewhat of an actuarial problem.

It was also declared not to be true that differences of opinion between the senatorial group and Treasury conferees related chiefly to the question whether corporation contributions to private pension funds can be deducted under the income tax law where exemption from the benefits of the plan applies to employees earning less than \$3,000.

Some senators take the view that Treasury interpretation of certain provisions relating to pension trusts is not in conformity with the intent of Congress in the new provisions.

Give Hint of Nature of 5% Regulations

WASHINGTON — New regulations dealing with the problem of 5% of salaries that may be paid for insurance premiums without violating the stabilization act are expected to be issued by the Treasury Department soon.

Two principles in particular will figure prominently therein, according to J. M. Williamson, legal adviser to the salary stabilization unit, Internal Revenue Bureau. They are:

1. An entire group, substantially, of executives or employees of a concern, must be covered by such a plan, barring, of course, the uninsurable in such group. The number in such group would depend upon the set-up of a corporation, whether large or small, etc.

2. Real whole life insurance must be the rule.

Endowment, single premium, limited term, 20-payment, etc., would be barred under this rule.

Mr. Williamson is now retiring from the Internal Revenue Bureau, with which he has been connected for a generation, under the civil service retirement law. C. R. Johnson, his associate, will be acting in charge of legal matters in the salary stabilization unit.

(CONTINUED ON PAGE 18)

Beveridge Plan and U. S. Version Are Contrasted

W. S. Connell of North American Reassurance Prepares Useful Summary

NEW YORK—The big difference between the Beveridge social security plan and the National Resources Planning Board recommendations, sometimes called the American Beveridge plan, is that the Beveridge plan is concerned with providing for the unfortunate members of the working class who cannot provide for themselves, as well as assisting in providing security for the others, whereas NRPB proposal is simply a plan to help the entire working class by redistributing wealth by means of government taxation and spending, according to W. S. Connell, assistant actuary of North American Reassurance, who has prepared a summary of both plans which compares their principal points.

While there is a difference in scope of the two plans, Mr. Connell points out that the fundamental difference is not in their scope but in their philosophy. Sir William Beveridge believes that people object to having the benefits contingent upon a means test not because of the violation of privacy but because of the penalty for being thrifty. Beveridge believes that no self-respect is lost if the benefits are in return for contributions, whereas hardly anyone wants to be the beneficiary of a dole or make work policy. He also believes that the policy of financing benefits by income taxes is wrong because it develops the idea that limitless benefits may accrue without the corresponding sacrifices.

Contrasts NRPB View

"In contrast, the NRPB maintains that the right to benefits should not be contingent upon whether or not the needy person may have contributed to the cost of them," Mr. Connell states. "They feel that our economic system is such that our poorer citizens cannot afford to provide their own security. Beginning at such different points, it is inevitable that different results would follow in the two plans."

Mr. Connell points out that the Beveridge plan contains an elaborate estimate of the cost whereas the NRPB plan brushes considerations of the cost aside with the thought that the cost will not amount to anything compared with the benefits—the overall increase in the standard of living which will result.

Mr. Connell points out that the NRPB plan is much broader than the Beveridge plan, the NRPB proposal being an attempt to avoid mass unemployment whereas Beveridge has assumed that his government would take action to avoid it but the steps to be taken are not part of his plan except to the extent that the insurance benefits themselves are a help.

NRPB Plan's Points

Mr. Connell summarizes the NRPB proposals as follows:

Extension of social security so as to allow, besides the superannuation benefits, benefits for disability, both temporary and permanent, and unemployment. The superannuation benefits are to be increased and coverage is to be extended to those not now covered. A larger proportion of the cost is to be borne by federal subsidy. The reason for this expansion at the expense of general relief is not from a desire to furnish these benefits as a right nor from a de-

(CONTINUED ON PAGE 18)

The Money Is Waiting

One of our Philadelphia underwriters, in the army, one camp further on than the induction center, writing to his insurance associates of the office, said:

"On the way up here in the train I became acquainted with an 18 year old lad. He was just out of high school, and hailed from a town with a population of 1,000. When we were allowed an hour in the Pennsylvania Station in New York, he asked me if he could use the escalator—he had never seen one before.

"I learned that both his parents were dead. He had no other relatives aside from his two sisters. He had given the name of his guardian to be used on his identification tag.

"I asked him if he would have gone to college had he stayed home. He said yes, and that he was going to college after the war. I supposed that he intended to work his way through. 'No,' said the kid from the country. 'My father left an insurance policy for my schooling. I don't know what kind it is, but I do know the money is there.'

"And we underwriters sit around talking about the merits and demerits of Term, O. L., 20 Pay, and so on, when we could go out and get somebody a college education."

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Labor Union Agency a Factor in Placing Big Group Cases

NEW YORK—The growing size and power of the CIO unions, their increased appreciation of group insurance programs, and wartime restrictions on wage increases have brought into considerable prominence the Trade Union Insurance Agency of New York City. Acting as the union's insurance adviser and representative, it has been in on a number of very large group cases. Its president is Martin E. Segal, who before becoming a trade union insurance adviser three years ago had six years of experience in the home office and the field, having been connected successively with Equitable Society, Metropolitan Life, Prudential, and John Hancock Mutual.

While the competitive position of an agency having the "in" with the union in a strongly unionized plant is obvious the Trade Union Agency or agent with the employer's broker or agent have in general been amicable. The procedure is to divide commissions on a mutually satisfactory basis on contributory cases. Where the agency does not share in the commission it charges the union a fee for acting as adviser and representative.

Wage Freezing Brought Boom

The agency has been operating for about three years but the big surge has been since the wage freezing orders left group insurance programs as almost the only way in which a union could negotiate a better deal for its members when employment contracts came up for renewal.

As the union's representative the agency's role is to obtain a more comprehensive scale of benefits and a clause in the union's contract with the em-

ployer providing specifically for a group insurance program as a condition of employment. The chief complaint about group programs that have been provided is that the death benefits are too low and the accident and sickness benefits have been out of line with workers' actual earnings in the higher brackets. The agency's contention is that if the weekly benefit is too low a worker will avoid taking time off if he can possibly avoid it whereas actually it would be better if he got himself cured and returned to the job able to work efficiently. Another complaint has been that many group plans have lacked any hospitalization benefits whatever.

The Trade Union Agency has undoubtedly been of material aid in explaining to union members the value of group insurance and of having the various types of benefits on the most advantageous basis that could reasonably be sought. Realizing that the union gets more by having the employer provide the group insurance program rather than having the union itself as the insured, the agency has been able to convince the unions of the wisdom of the former arrangement. This more than offsets any supposed advantage of the union being able to provide its own group insurance program.

The agency supervises the program on behalf of the union after it has been installed, looking after claims, dividend payments and other matters. In connection with dividends, one point which the agency insists on in its negotiations is that the plan make dividends payable prorata according to the contributions of the employer on the one hand and the employees on the other.

Shows How Bond Valuation Principle Develops

The American Life Convention has printed a review of the commissioners' rules for valuation of bonds showing how the present principles have developed.

Prior to 1940 the commissioners' association in its annual resolution specified that "bonds amply secured and not in default shall be valued on an amortized basis." However, the association never indicated what constituted "ample security." Government and municipal bonds have continued to be generally amortizable if not in default. Some states also applied this rule to corporate bonds while the practices varied in other states.

The resolution for Dec. 31, 1940, provided that corporate bonds not in default were amortizable if they were included within a designated range of rating of recognized rating agencies, or if their sales or bid prices reached 55% or higher during each of the months September, October and November of that year. The resolution remained substantially the same for Dec. 31, 1941, except the market price required was 60%.

Analyzes 1942 Rule

The 1942 rule provided that corporate and special revenue bonds not in default were amortizable if (1) they were rated on June 1, 1942, in any of the first four grades by any one of the recognized rating services or (2) their yield to maturity based on Dec. 1, 1941, and on Dec. 1, 1942, association values did not in either case exceed 3.9% plus the yield for comparable maturities of fully taxable U. S. government Treasury obligations.

The 1943 resolution provides that corporate and special revenue bonds not in default may be deemed to be amply secured if they meet either of the fol-

lowing tests: (1) Included on June 1, 1943 in any of the four highest grade of any two recognized rating agencies or (2) show yields to maturity, based on Dec. 1, 1942, and Dec. 1, 1943, association values not to exceed 3.9% and 3.5% respectively, plus the yield for comparable maturities of fully taxable U. S. government Treasury obligations.

The current yields of taxable U. S. government Treasury obligations are approximately .5% for very short term bonds and 2.5% for long term. Accordingly, long term corporate and special revenue bonds not meeting the rating test may be reported at amortized values if their market prices for Dec. 1, 1942, and Dec. 1, 1943, were such as to produce a yield not to exceed 6.4% and 6% respectively. This critical yield is less for shorter term bonds, being about 4% for bonds maturing within the very near future.

Commissioner Allyn Is Honored at Dinner

Friends of Connecticut's new insurance commissioner, W. Ellery Allyn, celebrated his appointment at a dinner in Hartford. Among the insurance men present were Fred H. Williams, general agent Aetna Fire; Peter M. Fraser, vice-president Connecticut Mutual Life; George E. Jones, vice-president Northeastern, and John A. North, vice-president Phoenix of Hartford. Commissioner Allyn was the recipient of several gifts, including a wrist-watch.

A clever program in form of an insurance policy contained a number of informal poses of Mr. Allyn.

More Agents Win Club Honor

Sixty-four Connecticut Mutual agents have qualified for the President's Club this year as compared with 45 last year. Membership is achieved by good production and conservation records, with at least \$150,000 paid for business and a lapse ratio of 5% or less on first and second year business.

Methods of Meeting Post-War Problems Viewed by Call

SAN FRANCISCO—The problems which the American war effort has created are so deep, the dislocations of society, finance and industry so great, that the solution of them is almost as important as the winning of the war itself, Asa V. Call, president of Pacific Mutual Life, as regional chairman of the Committee for Economic Development, declared before the Pacific Coast Advertising Conference here. Although the details of the post-war period will have to await developments, the methods which are to be used in dealing with issues need to be probed to the bottom now, Mr. Call emphasized.

In meeting the difficult problems of readjustment a number of outstanding industrial and business leaders have formed the committee of which Mr. Call is regional chairman. Its objective is to find means and ways of expanding business, both large and small, so that the peace-time national income can be increased to 135 or 150 billion and 55 to 56 million employed, thus eliminating the need for public works and relief programs.

Because of the frequent change in

political leaders under a democracy it is essential that post-war international policies be formulated on the convictions of the whole people, Mr. Call warned.

It is essential that something be done to expand national income to a point where the tax load does not confiscate everything beyond the bare necessities of life. Government must give business every opportunity to expand and develop.

The proposals of the National Resources Planning Board were condemned by Mr. Call as "nothing more or less than state socialism." The social security program advocated by the board and President Roosevelt "is designed to make the people more and more dependent upon government," according to Mr. Call. "It will bring about the destruction of initiative and ambition" while what is needed in the post-war era is a self reliant and independent people.

Not Worried Over Farm Sales

Companies operating extensively in farm areas are not particularly worried about adverse weather conditions interfering with sales to farmers. Farmers have a reputation for being chronic kickers and an agent soliciting them has to get used to hearing complaints and not let them bother him too much.

FLASH
TO THE MEN IN THE FIELD

It's Truly Grand

"The only sure element of untouchable future income remaining for the maintenance of an indestructible estate is life insurance. Here is the one product we still can take to the public with the confidence that we are providing men and women with the security so sorely needed when adversity falls upon the family unit."

In those few words, as spoken recently by Commonwealth's president, Morton Boyd, is found the powerful, dynamic place that life insurance is taking in the economic life of this nation at war. In those few words is the most compelling sales argument in life insurance history.

It's truly grand to be selling "the only sure element" in an era of such devastating uncertainty.

WHERE QUALITY MEN ARE BUILDING QUALITY VOLUME

Commonwealth
MORTON BOYD, PRESIDENT
Life

HOME OFFICE LOUISVILLE

Seattle Occupational Tax May Exempt Insurance Premiums

It appeared likely this week that the new Seattle occupational tax ordinance would be amended to exempt insurance premiums, following a conference of company legal representatives with Corporation Counsel Van Soelen. Agents, brokers and general agents, however, face the certainty of being affected by the 1/10 of 1% levy on commission earnings. This is in line with the 1/2 of 1% tax paid to the state on net commission earnings.

The conference with the corporation counsel followed an exchange of letters between Mr. Van Soelen and Commissioner Sullivan, who was attending the commissioners' meeting when the ordinance was passed. Originally, Mr. Van Soelen held the state did not preempt the premium tax field and said he could see no reason why premiums should be exempt. After the conference, he admitted that peculiar problems are presented in attempting to tax premiums and indicated he would recommend that the city follow the state occupational tax law by specifically exempting premiums.

Commissioner Sullivan said there could be no question that other states could retaliate against Washington domestic companies, as there is ample legal precedent to the effect that a municipal tax is in effect a state tax because the municipality derives its taxation powers from the state. One representative at the conference pointed out that the Washington legislature indicated its friendliness toward domestic companies by granting them a special premium tax rate of 1%.

Deputy Attorney-general Downer also emphasized the retaliatory tax liability that could be imposed upon Washington companies operating in other states.

Supreme Court Won't Hear Appeal of Ariz. Benefit Concern on Income Tax

The U. S. Supreme Court has declined to hear an appeal of First National Benefit Society of Arizona from decision of the U. S. circuit court of appeals for the ninth circuit that First National is not a life insurance company and is not entitled to the special income tax provisions for life companies. First National, in its petition, stated that practically every other Arizona mutual insurance or benefit company as well as many of those of other states is engaged in a similar controversy with the collector or commissioner relative to its classification for income tax purposes. It contended that a U. S. Supreme Court decision would avoid much expense and delay. Among the Arizona concerns that have cases pending before the tax court of the United States are Reliance Benefit, Pioneer Mutual Benefit, National Union, Postal Benefit, National Benevolent, National Reserve and International.

First National stated that the only reserve that it has maintained has been a mortuary or trust fund reserve and that this consisted of 50% of the premiums collected. The balance of the premium and the other receipts were used for expenses. First National contended that in arriving at what constitutes a life insurance company, its total reserve funds should be taken into account, whether or not they are required by law and whether or not they are based upon any particular mortality table or whether they contain any interest factor.

According to First National, if Congress intended that by the term "total reserve funds" there should be disregarded all of its reserve funds except those required by law, then it would have made the classification of insurance

companies for taxation purposes dependent upon state law and if Congress intended to tax discriminatorily companies whose reserves were inadequate or set up on what it considered the wrong basis, then the statute would be a regulatory measure. If First National is a life insurance company then its reserves and the increment thereto are not "income" and not taxed under the law.

Allan K. Perry and Robert R. Weaver of Phoenix, Ariz., are counsel for First National Benefit.

R. H. Stedman, Jr. in Change

R. H. Stedman, Jr., has resigned as manager of Provident Life & Accident to return to the Connecticut Mutual Life as a personal producer in Charlotte, N. C., and the surrounding territory of the Philip F. Howerton agency.

Survey Shows Over Half New Buyers in Draft Ages

Half of today's new life insurance business is coming from buyers in the "draft age" group, Home Life of New York finds in a survey. Measured by number of lives, 60% of paid cases for the first five months of 1943 are on applicants 38 years old or under. Measured by volume, this represents 48% of the total.

In May, 52% by volume came from the "under 38" group, which was 59% of the cases.

Home Life commented that with over half the new business coming from younger ages it was obvious the problem of getting pre-Pearl Harbor fathers to take action in buying adequate life insurance could and was

being solved. A small cross section of applications was studied, and most forms represented permanent plans of insurance.

Home Life also reported that the first 21 days of June found the company 59.6% ahead of the same period in June, 1942, in paid-for business.

Comply with Censor's Rule

NEW YORK—Insurance companies are complying practically 100% with the Office of Censorship's request that all foreign mail be marked "Insurance" on the envelope to expedite handling. Failure to comply with the request means extra work for the censor's office and needless delay in opening the mail and routing it to the insurance desk. The word "Insurance" should be in bold type.

**Children
will be your best
prospect leads in '43**

John Hancock studies show that up to four children, each child added to a family increases the life insurance a man carries by almost mathematical proportions. These fathers have the big job of preparing tomorrow's citizens

for the better world of tomorrow. Life insurance is a part of their job. Selling it to men with dependents is your job . . . a job that makes a real contribution to the Nation's well-being, now and in the future.

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS
GUY W. COX, President

Round Table Gives R. L. Jones Tray Signed by Members

Members of the General Agents & Managers Round Table of New York City presented a handsome silver tray to R. L. Jones at a luncheon which they gave in his honor to mark his 61st anniversary in the life insurance business and his 50th wedding anniversary, both of which occurred last week. Mr. Jones, who is general agent emeritus of State Mutual Life in New York City, was for many years treasurer of the National Association of Life Underwriters.

The tray, which was presented by Julian S. Myrick, second vice-president of Mutual Life, was engraved with facsimile signatures of all living members of the round table.

In addition to Mr. Myrick the speakers included General Agent C. D. Connell of Provident Mutual, who read a number of letters from well wishers who were unable to attend; E. W. Allen, who retired this week as general agent of New England Mutual; W. R. Collins, Travelers; Sheppard Homans, E. J. Sisley, Travelers; V. P. Whitsitt, manager and general counsel Life Presidents Association; and H. J. Johnson, president of the Institute of Life Insurance.

In the course of his response Mr. Jones exhibited some interesting souvenirs of his early career.

Six of the original members of the round table, which was formed in 1918, were present at the luncheon, they being Messrs. Allen, Collins, Homans, Myrick, Sisley and Jones.

A guest at the luncheon was Mr. Jones' only son, R. A. Jones, vice-president of the Guaranty Trust Company, whose birthday and wedding anniversary also occurred last week and Robert Jones, 3rd, grandson of the guest of honor, who is entering Colgate University.

Geddes Heads Canadian Institute

TORONTO—G. W. Geddes, Northern Life of London, Ont., was elected president of the Life Insurance Institute of Canada at its annual meeting here. Vice-presidents are R. E. Dowsett, Manufacturers Life, and W. M. Anderson, North American Life, Toronto, and secretary-treasurer, T. M. Sargent, North American Life.

The effect of the war and the marshalling of Canada's human resources were again reflected in a decline in institute membership the past year, V. R. Smith, Confederation Life, retiring president, reported. There has been a steady downward trend in the number of associate members the past five years, he stated, with a consistent upward trend in the number in the enlisted group. The latter group now numbers 330.

Henry R. Freitag, publicity director of Modern Woodmen, Rock Island, Ill., was elected governor of the 12th district of Optimist International and Vaughn V. Moore, president Northern Trust Life, Chicago, was named secretary-treasurer. Mr. Moore is in charge of local arrangements for the international convention in Chicago at the Edgewater Beach in two weeks.

WANTED IMMEDIATELY

Group insurance man to develop production, thoroughly experienced in all phases of Group Accident and Sickness insurance by large middle west Casualty Company. Home office and field experience desired. State qualifications, salary expected. All replies treated confidentially. Box S-14, The National Underwriter, 175 W. Jackson Blvd., Chicago, Ill.

AVAILABLE

Actuary over draft age with excellent qualifications and experience, seeks an opening presenting greater opportunities than his present connection. Address S-21, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

R. B. Taylor Advanced by Jefferson Standard

R. B. Taylor has been advanced to manager of sales promotion and adver-



R. B. TAYLOR

tising of Jefferson Standard Life. He has served Jefferson Standard for 4½ years in the home office as agency assistant.

Following graduation from the University of North Carolina in 1928, he became associated with Jefferson Standard in the accounting department, later being transferred to the field as branch office cashier, his last post prior to going into the home office being Atlanta.

This move enables Karl Ljung, assistant agency manager, to devote more of his time to the general activities of the agency department. He has been handling the sales promotion and advertising work of Jefferson Standard for 10 years.

Missouri Bill Prevents Escaping Suicide Law

The lower house of the Missouri legislature has ordered to perfection preparatory to final passage a bill to require that all insurance policies sold in Missouri must be regarded as Missouri contracts unless all transactions in connection therewith actually take place beyond the borders of the state. This appears to be of interest principally to life and accident and health companies.

Some years ago a Missouri insurance superintendent issued a regulation requiring insurers to stamp on each policy issued in the state a declaration that it was a Missouri contract. This was done most commonly with a rubber stamp. There may have arisen some question as to the authority of the department to enforce such a requirement and this bill would provide the necessary legal sanction.

The notorious suicide law and some of the non-forfeiture provisions of the Missouri law are particularly obnoxious to insurers and this bill would apparently prevent any company from seeking to circumvent the effect of those laws by claiming that the contract was one of some other state.

A number of years ago, it is recalled, the practice was not infrequent of having the assured pay the premium for a life policy in advance and to issue a binding receipt. When the risk was accepted at the home office then the theory would be advanced the contract was one of the domiciliary state of the insurer.

A contract purchased by a resident of Missouri would remain a Missouri contract even though the assured should later move elsewhere. In the past there was some protracted litigation under such circumstances. There were assured who bought their policies in Missouri and moved out of the state but continued to pay their premiums from Mis-

souri. The insurers contended that the contracts became those of the state in which the assured later became resident.

The Missouri house has passed the senate bill to permit domestic life companies to invest in bonds and notes secured by mortgage deeds financed through the Federal Housing Administration and guaranteed as to both principal and interest by the federal government.

Carrigan Is Philadelphia President; Jaqua Speaks

PHILADELPHIA—Officers elected at the annual meeting of the Philadelphia Association of Life Underwriters, were: Stokes B. Carrigan, Connecticut Mutual Life, president; Allen B. Coffman, Massachusetts Mutual Life, first vice-president; Harold E. Kasche, Aetna Life, second vice-president; A. Felleman Fish, Prudential, treasurer.

A. R. Jaqua, associate editor of the Diamond Life Bulletins, told the association that cooperation to assure the fullest possible employment after the war is vital to insurance.

"If we have another 10,000,000 unemployed after the war, it will be too bad not only for the business but for the nation as well," he said. "We discovered in 1932 what it means to have an un-

employment roll of this magnitude. We cannot let it happen again."

He urged that life companies spend large sums of money in a national co-operative advertising campaign to familiarize the public with the work of life insurance and its agents. He said the insurance business must prove that private enterprise can take care of all the nation's insurance needs, whatever a man's income. To that end, he said, the companies must broaden their service still farther.

Treasury Award to Orr

Clifford H. Orr, general agent of National Life of Vermont, was presented a distinguished service Treasury award by M. Roos Wallis, deputy state administrator of the war savings staff.

Insurance Without War Clause

The question comes up occasionally of whether there are any companies writing life insurance for men in uniform without a war clause. Two Texas companies are doing so in a limited way, they being Guardian Life of Dallas and Pioneer American Life of Houston. They will issue 20-year endowment policies to men in uniform in the amount only of \$1,000. They will not write pilots but they will write certain others in the air forces.

TOPSY TURVEY

business conditions today are holding down the production of many life underwriters who are trying to sell today's prospect market with out-dated sales material. Times have changed—and you need new sales presentation material that uses the language of today and is attuned to the fast tempo of 1943. The Ohio National offers colorful, eye-catching direct mail letters and circulars, visual sales books with prospect appeal, and prepared sales talks; in addition to three big sales-getting portfolios on Home Protection, Social Security, and Salary Savings—everything an agent needs to take advantage of today's sales opportunities.

Why not write Ray Hodges, Superintendent of Agencies, today for information about the agency opportunities open to qualified underwriters.

THE OHIO NATIONAL LIFE INSURANCE CO.

Cincinnati, Ohio

Pensions in ILGWU Contract

NEW YORK—A five year wage contract providing a novel plan to pay each worker a \$600 a year pension at age 65 was signed by representatives of 35,000 members of the International Ladies' Garment Workers Union and 1,500 cloak and suit manufacturers in the New York wholesale market at a luncheon at which James J. Walker, former mayor and impartial chairman of the cloak and suit industry, presided. The fund will be entirely financed by the garment industry through a 3% payroll contribution by the employer and will become effective Jan. 1, 1944. However, no disbursements will be made until July, 1946, when it is estimated that the \$600 pension, plus social security benefits earned by the employee, will be sufficient to pay \$25 a week pension to the worker when he retires at 65. At the present time, workers' earnings average between \$1,200 \$1,500 a year, but there is considerable fluctuation from year to year.

No wage increase is provided in the contract, which would be contrary to the Little Steel formula, and a strike-free period of five years from July 1 is an objective. The fund set up by the contributions from employers will be administered by a board on which the unions, employers, and public are represented. Taking earnings at the lower figure of \$1,200, the contributions would approximate at least \$1,260,000 annually.

First in Contract Form

Mr. Walker said that while other industries have their social security features, "this is the first industry which has committed itself to it in contract form."

Mayor LaGuardia of New York, who was present when the contract was signed, said the retirement feature "anticipates a condition that will be general in this country three years after the war" and predicted "an entirely new system between employers and employees" and "a new industrial system" which would provide for superannuated employees.

While the new contract covers only those employers and employees in the New York metropolitan wholesale market, it is likely that similar provision will be made for all 315,000 members of the union, 7,000 to 8,000 of whom are in Canada.

Automatic Convertible Term Contracts Have Considerable Appeal Today

Agents of companies that sell automatic convertible term contracts, which go into ordinary life or other permanent insurance at the end of say five years according to the ordinary life terms prevailing at the time the term contract was purchased, are enjoying considerable success in placing these policies as a hedge against the company dropping to a lower interest assumption and increasing the rates. Under the ordinary type of term contract, in converting on the attained age basis, the assured is limited to a selection of contracts that are offered at the time that conversion takes place. If there has been a lowering of the interest assumption and an increase in rates he must pay that price, or if he wants to take advantage of the old reserve basis and old rates and have the policy dated back to the time that the term contract was issued, he must

make good the difference in reserves and interest.

The usual type of automatic convertible term provides that the contract goes into ordinary life after five years and the assured may convert at attained age during the first, second, third or fourth years. It is a guarantee of ability to purchase permanent insurance at a later date on the basis of the rates, values, settlement options and other conditions that were on the market at the time the term contract was purchased.

Farmers National Agent Held

Carl F. Petersen has been arrested in El Monte, Cal., charged with selling policies of Farmers National of Arizona, a non-admitted insurer in California. He has been bound over for a hearing July 6. Petersen previously had been under investigation by the California department in connection with similar transactions.

Write **Accident & Health Bulletins**, 420 E. Fourth St., Cincinnati, for plans for increasing sales.

Withholding Not Expected to Interfere with Sales

Life home office men do not feel there will be any adverse effect on sales when the new 20% withholding tax goes into effect. It is possible that agents may run into this objection but in most cases it will be one of those stalls which prospects always use. Actually, the sound of the 20% is worse than its bite because allowable exemptions will reduce the real deduction percentage considerably.

This is especially true for those in the lower income groups.

As those in the upper income groups tend to be more provident in anticipating tax payments, they probably have set aside funds to pay for their taxes so that they are really in a stronger financial position. In other words, they have cash in the bank to meet 1942 tax payments and the pay as you go tax plan releases at least 25% for use as life insurance premium payments. This creates a sales opportunity.



North American Life to Develop Georgia



DR. G. C. MCKENZIE

North American Life of Chicago has entered Georgia and announces the appointment of Dr. G. C. McKenzie of Ashburn as state manager.

Dr. McKenzie for the past 35 years has operated an extensive farm loan business which he will continue and at the same time develop Georgia for North American.

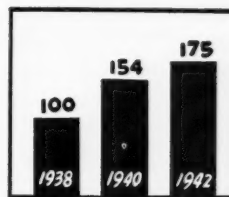
Dr. McKenzie was a commissioned officer in the first war and at present holds a major's commission in the Georgia state guard where he commands the 25th Georgia state guard division.

FOR its current national advertisement NwNL has borrowed the adage that the Chinese pay their doctor only so long as he keeps them well. Whether legendary or not, this shrewdly devised relationship serves to illustrate the principle that NwNL agents under the Arnold System are paid, not primarily for new insurance they sell, but for keeping their clients' insurance programs in good health.

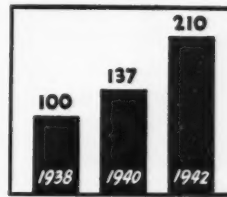
The purpose of the Arnold System, as announced in 1939, is "to better reward better service". Just how well it is accomplishing this is shown by the fact that over the four year period 1938-42 the average annual income of Arnold System agents increased 75 per cent. That its effect is to encourage a higher quality, more efficient agency operation is attested in many ways, not the least of which is the fact that average monthly produc-

tion of new agents contracted during 1942 was more than twice as large as that of agents placed under contract in 1938.

Such a soundly conceived system of compensation, geared to public demand and to current needs of the business and harnessed with modern selection and training programs, helps to explain NwNL's vigorous, healthy growth, the result of a steadily growing body of satisfied policyholders.



Average Annual Income
Arnold System Agents



Upward Trend of New Sales Per
New Agent Placed Under Contract
in NwNL

Northwestern National Life
INSURANCE COMPANY MINNEAPOLIS, MINN.
O. J. ARNOLD PRESIDENT



Provident Mutual Gardeners



Thirty thousand square feet of lawn back of Provident Mutual's home office building have been plowed up in order that the employees might grow vegetables. Seventy-six employees have taken advantage of the offer.

The company assumed the cost of the soil analysis and of plowing and preparing the soil. Seeds and plants are provided by the employees. Supervision of the gardens is under the direction of James Hamilton of the accounting department, chairman. The Field Club is planning to hold a vegetable show in the fall with war stamps as prizes for the best vegetables grown.

The above illustration shows a dozen of the company's young ladies lined up with their rakes. They are: Helen Lynch, Joyce Reeves, Catherine Schultz,

Rose Budd Nickell, June B. Fay, Janet Andrews, Kathryn Kindregan, Ruth Williamson, Doris S. Yearsley, Betty Harr, Jeanne C. Mohrman and Catherine Townshend.

Wiese's Sons in Service

Two sons of R. J. Wiese, general agent of Northwestern National in Chicago, entered the army medical corps last week, and Mr. Wiese's youngest son is waiting induction. Robert reported to Camp Custer and John at Camp Grant. Both were medical students at Northwestern University, where they were lieutenants in enlisted reserve. Ray Morton, who was 18 in May, is an engineering student at N. U. and is waiting a call from the army.

Mutual Life Pays Off on Word to Next of Kin

What is believed to be the first plan to be instituted by any life company for making an immediate cash payment to the beneficiary of a man killed in service without waiting for an official death certificate or letter from Washington is announced by Mutual Life.

The company will make a partial payment of the proceeds of a policy immediately after the next of kin has been notified of the service man's death by telegram from Washington and upon the beneficiary's written request to the company. The balance of proceeds then will be paid upon receipt of the certificate of death. In the past the general practice among life companies has been to wait until written confirmation of the death has been received before making any payment.

A. E. Patterson, executive vice-president, states that frequently the next of kin is notified by telegram from Washington, but an official death certificate is not available until some time later.

Managers and agents have been asked to encourage beneficiaries to make a request for an immediate part payment where such money would appear helpful.

Canada Life Announces Two Appointments

W. J. Adams has been appointed secretary and comptroller of Canada Life. He joined Canada Life in 1925 in the dividend department. He qualified for



V. H. Brown



W. J. Adams

his fellowship in the Actuarial Society in 1936, and following his transfer to the agency department was named mathematician three years later. In 1941 Mr. Adams assumed the responsibilities of comptroller.

He is chairman of the Canada Life's wartime economy board formed early in the war for the purpose of reviewing the company's operations and, in the light of wartime conditions, of effecting economies in manpower and materials.

Canada Life has appointed V. H. Brown as educational assistant. He has been branch supervisor of central Ontario for the past three years. He will be associated with the educational supervisor, H. E. Lumsden.

Mr. Brown joined Canada Life as a representative in Galt, Ont., and two years later moved to Kitchener as district manager. He was transferred to Hamilton to assume the duties of branch supervisor.

Gummere Worcester Head

WORCESTER, MASS.—S. J. Gummere, Provident Mutual Life, was elected president of the Worcester General Agents & Managers Association. Vice-president is Carl Bolan, Travelers; secretary, Christopher Scaife, Phoenix Mutual.

S. Rothschild Board Chairman

Vice-chairman Solomon Rothschild of Sun Life of Baltimore has been elected chairman, succeeding the late C. F. Diehl. General Counsel J. M. Moses and Secretaries J. S. Nussbaum and M. N. Diehl were elected board members.

Pfeifer and Cunningham Take New Districts

Metropolitan Life has appointed R. F. Pfeifer, formerly manager at Salem, O., as manager of one of the two districts at Youngstown, O., and J. J. Cunningham, formerly manager at Augusta, Me., as manager at Uxbridge, Mass., succeeding the late H. E. Westby. Mr. Pfeifer joined Metropolitan as an agent at Delaware, O., in 1923 after having been in the shoe business. His new headquarters are in the Realty building, 47 Central square.

Starting as an agent in Uxbridge in 1923, Mr. Cunningham became assistant manager at Taunton, Mass., in 1929. He subsequently served as a field training instructor and a field training supervisor in New England territory. In 1939 he became manager at Augusta.

Adams Muskogee President

Hub Adams, who represents the Mutual Life at Muskogee, Okla., has been elected president of the Muskogee Life Underwriters Association.

Arthur F. Egner, 61, of South Orange, N. J., a director of North American Life of Chicago, is dead.



EVEN OUR BEST FRIENDS TELL US, "NOW AND THEN ANOTHER AGENT SHOWS ME A GOOD R & R BOOKLET OR BROCHURE. WHY DON'T YOU SEND ME AN ANNOUNCEMENT OF EVERY NEW R & R SALES AID?"

OBVIOUSLY to send such announcements to all underwriters would be a physical and financial impossibility. In addition, many R & R publications cover fields of interest only to advanced underwriters.

TO SOLVE THE PROBLEM, we are forming R & R's Special Announcement Club, a group of self-selected underwriters (writing not less than \$100,000 yearly), who want to know about everything R & R is doing.

TO JOIN, drop a penny postal to R & R, 123 West North St., Indianapolis 4, Indiana saying, "Make me a charter member of your new Announcements Club."

I THINK club membership will pay you in a big way.

PAUL SPEICHER
Managing Editor
**THE INSURANCE
RESEARCH & REVIEW SERVICE**
INDIANAPOLIS

MAY 1943
SUN MON TUES WED THUR FRI SAT

BIGGEST MAY SINCE 1931

State Mutual Sales Force
Pitching Hard and the Score
Shows it

May Paid-For Up	65.84%
Five Months Gain	10.34%

Gain in insurance-in-force
over May last year

519%

State Mutual Life Assurance Company
of Worcester, Massachusetts
Incorporated 1844
America's 5th Oldest Life Insurance Company

Farm Price Rise Stirs Apprehension

Continued Climb Might Bring Unsound Postwar Competition for Mortgages

Though the high level of farm land prices has enabled life companies to dispose of their foreclosed farms at an unprecedented rate, mortgage officials who are in close touch with the farming situation are somewhat apprehensive about the continuation of this upward trend in prices. If farm prices mount to a high and unstable level as they did following the last war life insurance companies will again be in a difficult position as lenders. Many other lenders, having less of the long term viewpoint, are apt to be only too willing to rush into the farm loan market and lend on the basis of inflated values.

This is what happened after the last war when companies faced the dilemma of having to lend on these inflated values or else remain virtually out of the farm loan market in many areas. The upward movement of farm prices has already progressed to a point considerably beyond the corresponding date in the last war. In fact, it was not until after the war that prices really began to climb sharply, hitting their peak in the first half of 1920, when they reached about 70% above the prewar level, and then dropped off almost as rapidly as they had spurted. This rapid drop became more gradual early in 1922, becoming still more gradual in 1927 but taking a nose-dive in 1930, when farm land values were at their low point in 1933 of about 25% below the prewar level and less than half of what they had been at the 1920 peak.

The question is whether taxes and price ceilings will keep farm land prices down to a reasonable level, also if farm prices do go to inflationary heights whether lenders other than life companies will also remember the experience of 20 years ago and base their loans on normal rather than inflated values. It is naturally difficult to tell at the time whether a given price level is inflationary or is a stable condition that buyers and lenders can count on continuing.

New Men Improve Selves

A survey of business produced by 10 leading agents appointed by Mutual Life during the first nine months of 1942 reveals that the total of first year and expected renewal commissions on business sold during the last quarter of that year averaged \$598 per month per man, as compared with average monthly income per man of \$321 prior to joining the company.

The survey was made to give an answer to: "Is this a good time to enter the life insurance business?"

The average age of the 10 is 39 and the average amount of life insurance owned is \$10,820. All are married and seven have children; half of them attended college; nine had previous sales experience. They have lived in their communities for an average of 23 years. Nine of the 10 men rated "A" or "B" in the aptitude index.

Buy \$2,500,000 in South Pacific

Col. Lewis I. Held, now in the southwest Pacific, writes his father, Irving I. Held, one of the leading producers of the W. Tolar Nolley agency of Northwestern Mutual Life in Richmond, that he has succeeded in getting every man in his command to take out National Service Life Insurance to a total of \$2,500,000. Colonel Held was with Northwestern Mutual in Richmond before going into active duty as a reserve captain. His younger brother, I. I. Held, Jr., is a captain in the army and when last heard from was in Iceland.

Increase in Sales of Insurance Noted

Premiums Are Being Diverted from Speculative Markets

The Institute of Life Insurance finds that there is an increase in the amount of life insurance currently being purchased in this country together with the record low rate of withdrawal by policyholders of cash values. This, the Institute says, is giving greater weight to the influence of life insurance in diverting money from spending into savings channels. It estimates that the total premium payments which amounted in 1942 to \$4,250,000,000 will have absorbed this year as much as \$4,450,000,000 of excess money in the hands of people. The Institute says there are several factors which are likely to contribute to a further expansion of life insurance purchases, the two most important are the rapid increase of cash savings estimated by the Securities & Exchange Commission to \$4,300,000,000 the first quarter and the curtailment of the volume of goods available for purchase by the people. The Institute says there is increasing emphasis by the government and business on the necessity for increased savings to win the war and assure the peace. Speaking further the Institute says:

Agents Overcome Handicaps

"The record shows that the agents have overcome the handicaps incident to the dislocations of the first year of war. The importance of their accomplishment can best be appraised in the light of the fact that more than seven million men who would normally be viewed as good prospects for life insurance had been withdrawn into the armed forces. Furthermore, the increase has occurred notwithstanding a reduction of more than 15% in the number of agents due to induction into the armed forces, or entry into war production or other war service.

Anti-Inflationary Measure

"The net increase in the pooled resources of 67,000,000 policyholders is frequently cited as constituting the anti-inflationary measure of life insurance. From the standpoint of absorbing purchasing power, however, the Institute points out premiums paid are really the aggregate contribution of life insurance to the anti-inflationary effort, because they measure the purchasing power set aside by these policyholders."

Finds War Aids Civilian Health

The war is likely to have a beneficial effect on the health of civilians, according to the medical department of Mutual Life. Food rationing contributes toward improved health because it results in simpler and generally more wholesome meals and reduces the likelihood of "over-eating" and overweight.

Another beneficial effect is a psychological one. During normal times many are apt to brood over real or fancied ailments until often the real condition is seriously aggravated or the fancied condition becomes a fact and a disabling illness results. During war times, however, there is less inclination to think about one's self in the light of other peoples' tragedies which occur every day, often striking close to home.

Increased working hours and responsibilities also play a part. Women now working for the first time, for example, tend to keep their minds on their jobs rather than on themselves; there is less time for personal worries. Furthermore, when they go home they have developed a healthy physical tired-

ness which results in a sound and beneficial sleep. Increased industrial employment and a responsible schedule of defense activities among civilians have resulted in more regular eating, working and playing hours for millions of civilians.

Another important, if indirect, contribution of the war to improved health is in the great strides being made in the realm of medicine. Demands of wartime for new and improved preventives and treatments for injuries and disease have resulted in the development of processes and the discovery of medical aids that 10 years ago would have been considered miraculous. Many of these new developments already have been made available to civilians.

Life insurance funds representing the "pooled resources" of 67,000,000 policyholders are flowing into government bonds at the rate of \$10,000,000 a day in direct aid to the war effort.

Convention Dates

Aug. 24-25, Insurance Section American Bar Association, Chicago, Drake Hotel.

Sept. 13-14, International Claim Association, Chicago, Edgewater Beach Hotel.

Sept. 13-16, National Association of Life Underwriters, Pittsburgh, William Penn Hotel.

Sept. 28-30, National Fraternal Congress, Cleveland, Hotel Cleveland.

Sept. 25-27, Life Office Management Association, Chicago, Edgewater Beach Hotel.

Oct. 4-7, American Life Convention, Chicago, Edgewater Beach Hotel.

Oct. 7-8, Actuarial Society of America, New York City, Waldorf-Astoria Hotel.

Oct. 15-16, Institute of Home Office Underwriters, Chicago, Edgewater Beach Hotel.

Dec. 2-3, Association of Life Insurance Presidents, New York City, Waldorf-Astoria.

Dec. 5-6, National Association of Insurance Commissioners, mid-year meeting, New York City, Pennsylvania Hotel.



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EDITORIAL COMMENT

What Kind of Federal Regulation to Expect

The self-inflating power complex of the bureaucratic mind that makes the insurance business and the states leary of federal regulation of insurance is usually too shrewd to display itself openly but a good example of this "I am the law" attitude was smoked out at a proxy rules hearing of the securities subcommittee of the House committee on interstate and foreign commerce.

At this hearing Milton Freeman, assistant solicitor of the Securities & Exchange Commission, was being questioned by committee members about a New York "Times" article which quoted him as saying, in connection with a provision in the SEC's new proxy rules:

"We do make the law. This regulation, if valid, will upset all the laws contrary thereto."

Mr. Freeman denied having made such a statement to the New York "Times" reporter but after considerable questioning by Representative Boren of Oklahoma he finally conceded that the statement accurately reflected his views.

"I believe," he told the subcommittee, "any law of Congress or any rule adopted under it, if it in any way conflicts with a law of a state, supersedes that law."

If Mr. Freeman's belief is correct it stands in interesting contrast to the theory that federal regulation of insurance would be a mild sort of affair supplementing but not interfering with regulation by the states. If Congress were to place the insurance business under federal regulation the administering agency, under Mr. Freeman's principle, could override any state law or regula-

tion governing insurance.

Of special significance to the insurance business is that if Congress were to extend federal authority to interstate life insurance transactions the SEC might well be regarded as the logical regulatory agency. Evidence of this is the fact that it was selected to conduct the temporary national economic committee's insurance investigation, which confined itself to the life branch only because of the shortage of money and time. The SEC's eagerness to discredit state supervision of life insurance and to prove that federal regulation was necessary indicated an obvious willingness to shoulder the burden of insurance regulation.

Finally, the eminence of Mr. Freeman's position in this important agency of the government and the circumstances under which he spoke rule out the possibility that he was speaking idly or irresponsibly. It must be assumed that his statement that any rule adopted under any law of Congress supersedes state law in the event of a conflict is an accurate reflection of the SEC's official attitude and working philosophy.

Advocates of federal supervision of insurance are fond of saying that the insurance business's attitude is inconsistent because until fairly recent years many prominent insurance men were outspokenly in favor of federal regulation. The answer seems to be that those views were expressed long before federal regulation had grown into the position which would permit the whims of a handful of bureaucrats to override the statutes of every state in the union.

Training the New Employes

The problem of personnel and manpower is a serious one with every organization. In insurance, efforts are being made to get as promising help as possible, men and women. Then must follow a day of training and schooling. Many offices are seeking outside assistance in this connection in the way of study courses.

THE NATIONAL UNDERWRITER has been

able to supply the need in a number of instances. The course for new people must be fundamental and elemental. However, companies do see the necessity of getting employes acquainted with insurance at least in its primary functions. Some offices have developed their own courses but most of them have taken advantage of very excellent courses put out by independent publishers.

Combat Inflation by Life Insurance

The "Minneapolis Tribune" in an editorial took the position that the people in this country are helping to combat inflation through life insurance. It calls attention to the fact that insurance sales have been running ahead of those of last year. It cited the prediction of the In-

stitute of Life Insurance to the effect that business this year will be \$4,450,000,000. Then the "Tribune" comments on the reduced calls for surrender and loan values.

The point is brought forth that in investing in life insurance there is no

speculation. It does not have any fluctuation. It is not a Wall street transaction.

The average person, it might be said, is earning more today than he did in the past and the Office of War Information made the observation that one has "nothing to gain by putting the rest of his extra income into rising prices." The OWI counsels buying what is actually needed, paying debts and taxes and pur-

chasing war bonds. That is fine advice but at the same time there is a big advantage in purchasing life insurance. Its price does not go up or down. It is stable. A man in buying life insurance knows exactly what he is buying and what he will receive. What a man invests in life insurance remains what it always has been—something that has been wisely and farsightedly done. It is serving a patriotic cause.

PERSONAL SIDE OF THE BUSINESS

Oliver R. Beckwith, counsel of the Aetna Life companies, has been elected president of the Hartford chamber of commerce. Jesse R. Randall, vice-president of Travelers, heads the chamber's conservation bureau. Mr. Beckwith has long been prominent in chamber activities. He is a former member of the insurance committee of the U. S. Chamber of Commerce and also served as national councillor, representing the Insurance Federation of America.

L. F. Larson, general agent of Northwestern Mutual Life at Portland, Ore., observed his 40th anniversary with the company July 1. He joined the company at Galva, Ill., after graduating from the University of Illinois in 1903, then was 12 years at Peoria. In 1916 he became a member of Pearson & Larson, general agents in Kansas City, and was named general agent at Portland in 1927. He is a former chairman of the standing committee of Northwestern Mutual Association of Agents, and a past president of the Portland Life Managers & General Agents Association.

A. M. Steed, million dollar producer of Beneficial Life in Los Angeles, has been a collector of fine paintings for years. He prizes most highly some pictures from the brush of Charles Russell, with whom he was intimately acquainted, and was a close friend during the period of Russell's rise from an humble country artist to the day he disposed of one picture to the now Duke of Windsor for \$10,000 on the occasion of the prince's visit to his Canadian ranch.

Mr. Steed was raised on the "range." His parents went to Canada when he was a small boy. He early followed the cattle business and ranged cattle over 1,000,000 acres.

In 1936 he went to Los Angeles and became a leading sales manager for Electrolux products. Later he entered life insurance with Beneficial and in 13 months and five days had written and paid for \$1,000,000 of life insurance. He qualified for the company's Million Dollar Club. An unfortunate accident in 1942 that kept him in bed three weeks was responsible for his paid-for business being only \$816,350 on 438 lives. Of this amount more than 90% was endowment annuities and less than \$5,000 was term insurance.

C. V. D. Peek, associate counsel of the Aetna Life accident and liability department and of Aetna Casualty, has observed his 30th anniversary with these companies.

Mr. Peek graduated from Wilbraham Academy and practiced law for 16 years

in New York. He was promoted to his present position in 1928.

James W. Daniels, associate general agent of Columbian National Life and manager of the life department of the Wood, Keyes & Co. agency in Boston, has been elected president of the Northeastern University Alumni Association.

Among the top producers attending the Chicago sales training school of Bankers Life of Iowa was **Mrs. Helen C. Fagan**, Madison, Wis. Mrs. Fagan



MRS. HELEN C. FAGAN

not only sold more life insurance than any of the other qualifiers but maintains her home with two minor children and participates in numerous civic activities. Her eldest son is in the navy.

George Pfanz, Jr., general agent in Des Moines of Union Central Life, has been elected president of the Des Moines Community & War Chest. He has been a member of the board for two years.

Lieut. (j.g.) Clarence Cooper, formerly with Penn Mutual Life in Des Moines, now stationed at the naval air station in New Orleans, has been commended by his commanding officer for setting a national war bond record at his base where nearly 99% pledge allotments were made.

The chapel and auditorium of Hardin-Simmons University, Abilene, Tex., will henceforth be known as Behrens Hall, in honor of the late **W. J. Behrens**, who represented General American Life and the former Missouri State Life for 31

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years. The general agency is still carried on under the name of Behrens & Behrens. The initial gift of \$20,000 to Hardin-Simmons by Mr. Behrens now has been augmented by an \$80,000 gift from the estate and from Mrs. Behrens.

The engagement of Miss Norma D. Thatcher of Charleston, S. C. to Ensign Charles N. Barton, U. S. N. R. is announced. Ensign Barton is the son of **Walter E. Barton**, president C. B. Knight Agency of New York City and a grandson of the late C. B. Knight. He graduated from Princeton in 1941 where he was a member of the Charter Club and later attended Harvard Graduate School of Business Administration.

Harold C. Brogan, Ohio National Life at Lansing, Mich., and **E. P. Balkema**, manager Northwestern National, Detroit, were each presented a scroll by Wm. G. Hartman, Treasury, in Detroit for their service in the spring bond drive.

V. T. Motschenbacher, San Francisco manager of Sun Life of Canada for eight years, has been given a three months leave of absence on advice of his physicians. Although he will be technically "absent" from his duties as manager, Mr. Motschenbacher will spend the time at a resort in the vicinity of San Francisco and will visit his office occasionally.

Andrew B. Shea, agency manager of Equitable Society, has been appointed general chairman of the 1943 war chest drive in Minneapolis. He was co-chairman last year.

DEATHS

Charles L. Heere, 66, retired superintendent of Prudential in Philadelphia, died there after a long illness. He was with Prudential 37 years.

Isabel L. Daugherty, one of the best known life insurance women in Los Angeles, died there. She entered insurance work in 1924 under the late John Newton Russell in the home office agency of Pacific Mutual Life and continued with the agency under John Henry Russell and Paschall-Gist. She was regularly a member of the Big Tree Club and was the only woman member of the Los Angeles C.L.U. chapter.

Capt. Richard E. Zahm, formerly associated with his father, Eugene F. Zahm, district agent of Northwestern Mutual Life at Huntington, Ind., was killed in action in the southwest Pacific. His was the first death in action among Northwestern Mutual agents in military service, although several others have died from injuries or illness in camps and stations.

Eli S. Warner of St. Paul, 87, a director of Minnesota Mutual Life and Anchor Casualty, is dead. He was one of the most widely known business men in Minnesota.

James Coggeshall, 82, died at his son's home at Barnstable, Mass. He retired as vice-president of Continental Appraisal Co. 12 years ago. Mr. Coggeshall was an agent of Equitable Society from 1895 until 1922, working first in Providence, R. I., and then in New York City. Two years later he became associated with the Prosser & Homans agency in New York where he remained until 1925.

L. T. Smith, vice-president of the Spectator Company, died in Dallas, June 28. He had suffered from heart disease recently. Born in Brooklyn in 1894, Mr. Smith was the son of A. L. J. Smith, for many years president of the Spectator Company. Graduating from Cornell in 1917, he later went with the Spectator Company in the statistical department, and then was in the editorial and sales departments. He became secretary in charge of book sales in 1922 and vice-president and general manager in 1929. When the Chilton interests acquired the publication Mr. Smith was



"How's come I should get him education insurance? I never went to college an' I been doin' OK, ain't I?"

president of the corporation for a time but in 1932 returned to the sales department as vice-president. His work was largely in the west and south, where he did much traveling.

Ensign Robert F. Whitla, who was with Equitable Society in Philadelphia before entering the service, died before reaching a hospital after being taken ill at his home in Upper Darby. He was stationed at the Philadelphia Navy Yard.

V. H. Brainard, 42, who had charge of the mortgage loan department of American Central Life for some years, drowned Sunday night in Lake Tawawinto near Kansas City, Mo. He narrowly escaped drowning seven years ago when a boat from which he was fishing in Lake Wawasee, Ind., capsized. He was employed by the old American Central Life 20 years ago, being transferred in 1935 to the Kansas City office. Recently he has been manager of a real estate institution in Kansas City.

C. D. Babcock in New Post

SAN FRANCISCO—C. D. Babcock, editor-in-chief of the "Underwriters Report" since 1940, has resigned and become a member of the San Francisco staff of the United States Agricultural Extension Service. He will serve as emergency farm labor assistant in making available for the farmers of California the labor needed to carry on their activities.

Mr. Babcock served as secretary-manager of the San Francisco Insurance Brokers Exchange when he came to the Pacific Coast approximately 20 years ago. Later he was the first manager of the National Automobile Club. He was also for several years in charge of advertising and publicity for Fireman's Fund.

E. J. West With Aetna

E. J. West has been appointed assistant general agent of Aetna Life with headquarters in the National Bank of Tulsa Building, Tulsa, Okla. He started with New York Life when he was 19 years of age, beginning as office boy. He then became clerk, cashier and finally agency organizer in Tulsa.

J. G. MacConnell, Los Angeles general agent of Home Life of New York, suf-

fered a broken bone in his foot when he jumped over a gate to avoid being injured by a horse.

Commissioner Caminetti, as liquidator of the Shafter (Cal.) Burial Association, has sold its business to **Homesteaders Life**.

CHICAGO

CLEVELAND SECRETARY ON VISIT

Miss Sally Campbell, executive secretary of the Cleveland Association of Life Underwriters, is spending two days this week in Chicago, studying the methods employed by the Chicago association. Methods developed by the Chicago association have made it the largest group of agents in the country.

MANNING OFFICE MANAGER

Paul Manning, formerly comptroller of the Rit Products Corporation, Chicago, has joined Fred S. James & Co. in Chicago as office manager. This is a new position in the agency. Mr. Manning's earlier experience was with General Foods. A graduate of Kent College of Law, he was licensed to practice in Illinois. He is a past president of the Office Management Association of Chicago and a director of the National Office Management Association. He has always taken a prominent part in the annual seminar on office management that is conducted in the spring by Northwestern University.

Agents of the **Gifford T. Vermillion** agency of Mutual Life of New York in Chicago are engaged in a poker contest which ends July 10.

Vogel Leads Columbian National

NEWARK—The W. S. Vogel agency of Columbian National Life in Newark led all agencies of the company in paid for life insurance for the first half of this year. The agency has accomplished this feat on several occasions.

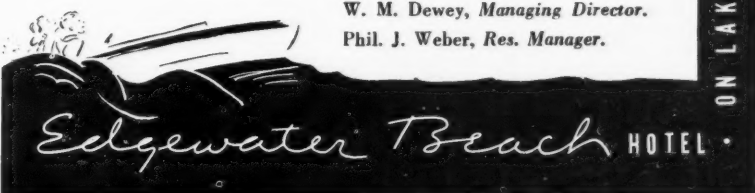
Richard A. Warner, formerly with the home office general agency of Occidental Life of California, and who has been a lieutenant-colonel in the army air corps, has been promoted to colonel.



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AMONG COMPANY MEN

Wadsworth to N. E. Mutual Home Office

William L. Wadsworth, former supervisor of the Merle G. Summers agency of New England Mutual Life in Boston, has joined the home office organization as field supervisor.

Except for his years in the army in the former war, Mr. Wadsworth has been continuously associated with New



WILLIAM L. WADSWORTH

England Mutual since 1916, when he started as a messenger in the home office. After the war he became interested in selling, doing part-time work after office hours, and then became full-time agent under Charles H. Flood, then manager of the home office agency.

With an outstanding record in personal production for many years, he was made supervisor of the agency in 1937. With a unique faculty for imparting his skill in sales techniques, he has organized and carried on a number of sales clinics and schools. He is especially well known for the humorous sales skits which he and Ernest Hoffman have put on at company conventions.

Mr. Wadsworth was loaned to the government for several months in 1942 to promote the sale and installation of payroll deduction plans for war bonds in factories around Greater Boston. His distinguished performance in this campaign earned him an official citation for service rendered.

He has continued his interest in military affairs, now holds the rank of captain in the Massachusetts state guard and was instrumental in organizing a New England Mutual medical unit.

N. Y. Association Manager Goes with Home Life

Home Life of New York has appointed John M. Hughes agency field assistant at the home office. He will be associated with John H. Evans in the sales planning division.

The sales planning division trains men for managerial responsibilities and serves as a sales research unit for the further development of planned estates. Mr. Hughes will go through various phases of client building and planned estates training.

Before becoming associated with



J. M. Hughes

Home Life, Mr. Hughes was manager of General Exchange Insurance Corporation, executive secretary of the Boston Life Underwriters Association and, since 1938, executive manager of the Life Underwriters Association of the City of New York. During his incumbency the New York association reached an all-time high in membership.

52-Year Home Friendly Veteran Retires; Name Wolfe

Edward T. Westervelt, director and division manager of Home Friendly of Baltimore, now in his 76th year, has retired due to impaired health. Mr. Westervelt has served the company for more than 52 years, his first connection having been as an agent. He received subsequent promotions, and in 1920 was elected director and division manager.

Seth A. Wolfe, actuary, has been elected a director. He was employed in 1929 as actuary. In addition to his actuarial duties he has assisted in formulating the underwriting policies and is a member of the underwriting committee. He is a native of Groton, S. D., and a graduate of the University of Wisconsin. He specialized in mathematics and actuarial science at the University of Michigan where he received

an M.S. degree. He was formerly connected with Federal Life of Chicago and Teachers Insurance & Annuity of New York.

Miss Kroll Assistant Editor

Miss Minnie Kroll has been appointed assistant editor of "Pulse," Occidental Life of California house organ. She joined Occidental in 1934, served as secretary to H. Dixon Trueblood, editor of "Pulse," and when he became agency secretary she continued as his secretary. She took a leave of absence in 1942 on account of ill health, and now returns as assistant to Editor Earl Clark.

Cellary Aid to F. J. O'Brien

George Cellary of Johnstown, N. Y., who has just graduated from the school of journalism at the University of Missouri, has joined Franklin Life as assistant to F. J. O'Brien, head of the sales promotion department.

Punsky Group Supervisor

Robert L. Punsky has been appointed group supervisor for Equitable Society in Indiana, succeeding Walker B. Fair, who has been named district manager at South Bend. Mr. Punsky has been with Equitable Society at Fort Wayne for the past three years and he will retain his office there. He is vice-president of the Fort Wayne Life Underwriters Association.

AGENCY MANAGEMENT

Republic National Agency Head Is Dallas President

M. Allen Anderson, first vice-president and director of agencies of Republic National Life, was elected presi-



M. ALLEN ANDERSON

dent of the Life Insurance Managers Club of Dallas. Mr. Anderson started in insurance 21 years ago. He has held his present position with Republic National four years.

Other officers are: Vice-president, Lem C. Swinney, northeast Texas manager Pacific Mutual, and secretary-treasurer, T. G. Harkey, superintendent of sales United Fidelity Life.

Retiring president is Campbell Green, Southwestern Life.

Detroit Cashiers, Managers Gather

The Detroit Life Agency Cashiers and their general agents and managers enjoyed an evening together. Beginning with dinner at the Harmonie Club, the group was entertained by Mr. and Mrs. George Millar of the Phoenix Mutual agency. Anthony Weitzel, Detroit "Free Press" columnist, was speaker.

Arthur Johnson, president, represented the Associated General Agents & Managers.

Woman Supervisor Talks on Recruiting Women

The San Antonio Life Managers Club heard Miss Leone Skelton, supervisor of the San Antonio agency of Republic Life, discuss recruiting women agents.

She said women are vitally interested in life insurance because they constitute such a high percentage of the beneficiaries and understand the benefits of a continued income through the years. More care must be exercised in selecting women for selling life insurance than in the selection of men and she believes a woman who knows life insurance selling is in a better position to select women than a man.

The training period for a woman should be longer than for a man who has not sold life insurance. It should drill the woman recruit on one type of policy rather than permitting her to study several. She regards this mastery of one type of policy as essential to the development of self-confidence in the woman agent.

Chattanooga Managers Elect

Paul C. Simpson, manager Chickamauga district of Metropolitan Life, has been elected president of the Chattanooga General Agents & Managers Association. Vice-president is B. H. Odom, Phoenix Mutual; secretary-

treasurer, H. Hobson Mansfield, Massachusetts Mutual; directors, Terry Archer, National Life & Accident; King Fritts, New England Mutual; George McDonald, Massachusetts Mutual, and E. O. Martin, Provident Life & Accident, retiring president.

D. of C. Cashiers Elect

WASHINGTON—The Life Agency Cashiers' Association of the District of Columbia closed its season with a picnic supper at the home of Charles C. Montgomery, Acacia Mutual. A short business meeting resulted in the election of the following officers: President, Miss Zula Fisher, Jefferson Standard; vice-president, V. E. Walker, Sun Life of Canada; secretary, Miss Mary Crawford, Provident Mutual; treasurer, Miss Edna L. Eno, New England Mutual.

Lincoln Rochester President

ROCHESTER, N. Y.—The Rochester Life Managers Association held its annual meeting, golf party and dinner at Oak Hill Country Club. The new president is Earl E. Lincoln, Northwestern Mutual; vice-president, Earl W. Yago, Mutual Life; secretary, Anthony J. Klug, John Hancock Mutual; treasurer, Glen M. Reem, Guardian Life. Directors are: Fred L. Mason, Jr., Travelers; Kenneth R. Brown, Continental American, and Philip O. Works, Penn Mutual, immediate past president.

San Antonio Cashiers Elect

SAN ANTONIO—The San Antonio Association of Life Agency Cashiers has elected these officers: Robert Cheshire, Aetna Life, president; Miss Ruth Douglas, Connecticut Mutual Life, vice-president; and Mrs. Anna R. Cunningham, Indianapolis Life, secretary-treasurer.

Ball San Francisco President

Gilbert Ball, California - Western States Life, has been elected president of the San Francisco General Agents &

NAME OR NUMBER?

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Realtors & Insurers

MANAGEMENT SALES
LEASES APPRAISALS
BIRMINGHAM, ALABAMA

Managers Association. J. H. Rowe, Bankers Life, is vice-president and V. Webner Wiedemann, Equitable of Iowa, secretary-treasurer. Directors are: W. J. Arnette, Fidelity Mutual (re-elected), and H. F. Sleeper, Lincoln National Life.

Name New Richmond Directors

New directors elected by the Life Agency Managers of Richmond, Va., are D. Sam Perry, George T. Bryson, P. N. Mullinax, Benjamin Cottrell, J. Chambers Bristow, Jesse A. Hood and William R. Gardner.

Install New Okla. Officers

The Oklahoma General Agents & Managers Club held a picnic ending with a dinner at which the new officers, headed by C. Edgar VanCleaf, National of Vermont as president, were installed. A program was presented under direction of Jack Rivers of Union Central.

Heald Cincinnati President

CINCINNATI—The Cincinnati General Agents & Managers Association elected as president Ben J. Heald of Lincoln National; vice-president, W. R. Smith, Acacia Mutual, and secretary, L. B. Perin, Fidelity Mutual. Vice-president Smith also acts as program chairman. The association, with 43 members, is making plans for projects and speakers for next year beginning with the meeting next September.

The Life Supervisors Association of Los Angeles held its annual picnic at the Rainbow Angling Club. The association is now at its highest point in membership, with 20 supervisors on its roll.

The Portland (Ore.) Life Managers Association at its June meeting installed I. E. Herven, Metropolitan Life, president, and other new officers. Special guests included Commissioner Thompson, his deputies, William Leary of Salem and Charles Tisdale of Portland, and George W. Schoeffel, superintendent of agents of Oregon Mutual Life.

Agents Object to Signed Statement Requirement in Minn. Aviation Measure

ST. PAUL—The aviation exclusion act passed by the recent Minnesota legislature is far from satisfactory to life agents, some of whom term the situation a "mess" and worse than before the law was enacted.

The trouble is caused by an amendment tacked on just before passage which requires the company or its agent to obtain from each applicant for a policy a signed statement that he fully understands the meaning of the exclusion clause. This not only makes a lot of extra work for the agent but sometimes results in the loss of business.

Few insurance bills in Minnesota have had such unfortunate going as the aviation exclusion measure. In the 1941 session, the legislature passed an exclusion rider but it was declared invalid by the supreme court because of an engraving error. The present law legalizes the exclusion rider but makes the administration of it difficult.

Old House Organs Honored

"Direct Advertising" recently published a study of house magazines made by L. L. Brastow. Five of the eight older house magazines are publications of insurance companies. These are Travelers "Protection," issued first in March, 1865; the "Locomotive," started by Hartford Steam Boiler in November, 1867; the "Life Aetna-izer," started in October, 1868; Fireman's Fund "Record," started in January, 1878; Fidelity "Field Man," issued by Fidelity Mutual Life, January, 1879, and Connecticut General "Bulletin" issued by that company, in May, 1898.

LIFE AGENCY CHANGES

Lawrence Willet to N. W. Mutual

ATLANTA—Announcement is made by Luther E. Allen, general agent in Georgia of Northwestern Mutual Life, of the association of Lawrence Willet with his agency.

Born and reared in Atlanta, Mr. Willet has had 24 years of continuous service as agent, associate general agent and general agent of Penn Mutual Life and attained national distinction as a personal producer. He was for many years associated with his father, Hugh M. Willet, general agent here of Penn Mutual, who was president of the National Association of Life Underwriters in 1914-15.

After graduating in 1918 from Georgia School of Technology, he served as a lieutenant in the army air corps. After the war he entered life insurance work and has been in it ever since. In 1929 he was the first Georgian to receive the C.L.U. designation from the American College of Life Underwriters. He was the first president of the Atlanta chapter and is now a director of the American Society of C.L.U. He is an active member of the Million Dollar Round Table and has qualified four times. His production has averaged about \$800,000 for 24 years. He is a past president and now a director of the Atlanta Life Underwriters Association.

Childs Put in Charge of New Scottsbluff Office

Bankers Life of Des Moines is establishing a new division office in the Murphy building, Scottsbluff, Neb., in charge of Ivan F. Childs, division supervisor. He is moving to Scottsbluff from Lincoln where, since Jan. 1, 1940, he has been supervisor in the Lincoln agency.

He has been with Bankers Life since 1937, having entered life insurance after several years in educational work. Mr. Childs is an outstanding member of Bankers Life field organization and has written a substantial volume of life insurance and made a fine record in recruiting and training new men.

He will supervise 19 counties in western Nebraska where Bankers Life has more than \$3,000,000 life insurance in force. Associated with and assisting him in the office will be Ellsworth C. Hunter, district agent, and John M. Childs, special agent.

Mr. Childs is preparing to move his family to Scottsbluff.

Doughy Is Mobile Manager

Frank N. Doughy, who was with the Norfolk branch of Acacia Mutual Life for several years has become manager in Mobile, Ala. He is a native of Augusta, Ga., and was in the cotton exporting business there for many years before entering insurance work.

Foan Manager in Newark

United States Life has opened a new branch in the Federal Trust building, Newark, under the management of Roy A. Foan, agency assistant.

Mr. Foan joined the agency department in 1942 and has gained valuable field experience and a background of agency procedure. Before joining U. S. Life he was associated for eight years with Great American Fire.

Arthur Schmidt Sole Agency Head

NEW YORK—With the retirement this week of E. W. Allen, the Allen & Schmidt agency of New England Mutual here will become the H. Arthur Schmidt agency. Mr. Schmidt's executive personnel will include Wheeler H. King, assistant to the general agent; J. Arch Williams, supervisor, and Joseph Kramer, office manager.

Mr. Schmidt first met Mr. Allen when the latter called on him to sell him insurance 28 years ago. He became an agent a few months later and Mr. Allen's partner in 1926. He was an outstanding personal producer, paying for \$485,000 in his fifth year. In 1923 he had his first million-dollar year and paid for \$1,625,000 in 1925. He led the company for four successive years prior to his appointment as general agent. He is a past president of the New York City Life Managers Association.

King with Agency Since 1924

Mr. King has been with the agency since 1924, when he became office manager, and was brokerage manager 1927-41. He has been assistant to the general agents since then.

Mr. Williams goes to the agency from Knoxville, where he was manager of Fidelity Mutual. He entered the business in 1927 with Union Central in New York.

Mr. Kramer entered the business in 1931 with the former Adams agency of Mutual Life here. He became a brokerage solicitor with Allen & Schmidt in 1942.

Ohio State Life Names Fein in Philadelphia

Samuel J. Fein has been appointed general agent of Ohio State Life in Philadelphia, with offices at 1600 Walnut street. He was born in New York and is a graduate of New York University. Recently he has been general agent of Girard Life in Philadelphia, and formerly was in the advertising business for himself in New York and Philadelphia. In 1932-33 he was production manager of Aetna Life's Broadway agency. He has a record for personal production in both life and accident fields.



S. J. Fein



I. F. Childs

Perkins Resigns Pacific Mutual Post in Seattle

SEATTLE—Lloyd A. Perkins, general agent here of Pacific Mutual Life, is resigning, effective Aug. 15, to enter the local agency business.

He joined Travelers in Seattle in 1921, soon becoming field assistant. He was transferred to Tacoma in 1923 to establish the company's life, health and accident department, and did an outstanding job. In 1927 he returned to Seattle as senior assistant manager and joined the Pacific Mutual in 1938 as general agent for the State of Washington.

He has been prominent in association work in both the life and accident and health fields, having served as president of the Seattle Life Insurance Managers Association and Seattle Life Underwriters Association and having recently completed a year as president of the

Seattle Accident & Health Managers Club.

L. E. Guthrie with State Mutual

CLEVELAND—Lawrence E. Guthrie has been appointed assistant general agent of State Mutual Life in Cleveland under General Agent W. Allen Beam. Mr. Guthrie was formerly connected with Home Life of New York here and made an outstanding record as a personal producer.

Lister to Elizabeth, N. J.

George A. Lister is now assistant manager at the Elizabeth, N. J., branch of John Hancock Mutual Life. He was formerly at West Philadelphia, Pa.

Leonard Moran, district agent of Northwestern Mutual Life at Superior, Wis., has resigned to become manager of a department store there.

R. R. Crawford, formerly with the group department of Aetna Life in Denver, has been appointed group manager of the Elmer Abbey agency of Aetna Life in San Antonio. He will be assisted by Bert Baetz, special group representative.

Insurance Lawyers

Assail Cradle-Grave Plan

(CONTINUED FROM PAGE 1)

Workmen's compensation laws, for example, have not eliminated suits based on industrial accidents in 32 years. However, the proposed plans will pay many bills arising out of automobile and other accidents and the public will eventually balk at paying double costs for accidents.

Will Not End Poverty

Mr. Gordon defined a number of terms commonly used in these discussions, pointing out the general confusion of ideas. He emphasized that Sir William Beveridge, author of the famous British plan, made it very clear that his plan will not end poverty, only want. It proposes to supply subsistence, but not the comfort every man wishes. He also declared that the need for schemes of this sort has been grossly exaggerated. Private insurance has done a good job, Mr. Gordon said. Accident insurance has quadrupled in 21 years, and, between accident insurance, life insurance, workmen's compensation, benevolent societies, hospital and medical service plans and salary continuance arrangements, from 40 to 45 million wage earners and their dependents are protected.

Mr. McGugin also emphasized the great and unwarranted cost of these schemes and criticized the proponents for not working to eliminate the causes of unemployment. At the same time, he warned the audience that blind attacks will accomplish nothing. Instead, the public must be told the facts and be informed of the services of the insurance business.

New Edition of Pa. Regulations

The Pennsylvania department is now distributing copies of the new edition of "Regulations and Information Relative to Agents—Brokers." The first publication of 10,000 copies distributed late in 1940, and effective Jan. 1, 1941, is exhausted.

There is a rearrangement of the sections and an enlarged index and a few minor changes which are effective July 1, 1943. Section 14 relates to agents and broker in the armed forces and there is a special temporary provision for licensing agents and brokers who become engaged in essential war work which is found in the section on part-time agents and brokers. Continuous license as an agent or broker is recognized in lieu of examination under certain circumstances and the acceptance of old examinations is restricted in section 16.

NEWS OF LIFE ASSOCIATIONS

Mage Elected Head of California State Association

SAN FRANCISCO—John R. Mage, Los Angeles general agent Northwestern Mutual Life, was elected president of the California Association of Life Underwriters at its annual convention here. The new president is a member of the Million Dollar Round Table and



JOHN R. MAGE

a past president of the Life Underwriters Association of Los Angeles.

Herrick C. Brown, Oakland manager Prudential, was elected vice-president and Rollo Hays, Jr., New England Mutual Life, Los Angeles, secretary-treasurer. J. Roy Chafe, San Diego, manager Acacia Mutual, was named executive committeeman for southern California and H. Kenneth Cassidy, San Francisco, general agent Pacific Mutual Life and retiring state president, was elected executive committeeman for northern California. John V. Hines, Sacramento, was reelected executive secretary. Kellogg Van Winkle, Los Angeles, manager Equitable Society, was named national committeeman.

The executive committee and past presidents' council and the directors held sessions the day before the regular gathering. Delegates and officers were guests of West Coast Life at a reception followed by a dinner at which California-Western States Life was host with O. J. Lacy, president, presiding.

Brock Gives Greeting

William H. Brock, Jr., manager Union Central Life and president of the San Francisco association, greeted visitors at the opening session. President Cassidy told of the growing close relationship between the National association and the state body. He urged establishment of a speakers' bureau to assist local associations; closer cooperation by the Los Angeles and San Francisco associations and possibly even the Pacific northwest and intermountain associations in their sales congress program speakers. Publication of a periodic bulletin by the state association and the enlargement of friendly relations with law-makers were suggested. He also recommended that attention be given to the California agents' qualification law, looking toward improvement in its provisions.

Mr. Van Winkle reported on war bond sales. Commenting on the possibility for further war bond sales, Edwin T. Golden, New York Life, San Francisco, recommended a plan whereby the life companies would offer to their policy-

holders and prospects a "victory plan" under which policyholders would pay two premiums per year, prorated on a monthly basis without interest charge. Under the plan, the companies would agree to put these premiums into the purchase of bonds and the agents would take their commissions in war bonds.

The report of John V. Hines, executive secretary, reviewed legislative activities. Mr. Van Winkle as chairman of the legislative committee, told of the inimical bills which were successfully opposed.

Increase in Membership

Herrick C. Brown, chairman sustaining membership committee, reported an increase of 56 to a total of 161 such memberships. Fred Duckett, Los Angeles, reported an increase of 134 to a total of 1,805 in the state membership.

In his report as educational chairman, Roy Ray Roberts, Los Angeles, general agent State Mutual, related developments in life insurance educational projects in schools.

A resolution was adopted endorsing the candidacy of Mr. Roberts as secretary of the National association.

Luncheon Is Held

Lloyd J. Lynch, San Francisco, general agent John Hancock Mutual, was chairman of the luncheon given by the San Francisco and Oakland-East Bay general agents and managers association at which Dr. Rex F. Harlow, Stanford University, president American Council on Public Relations, spoke.

Highlights of the state association history were presented at the luncheon by Mr. Van Winkle.

Past president plaques were presented to Harold Saul, Los Angeles, general agent John Hancock Mutual, who served 1941-2 and to Mr. Cassidy by Clark Bell, New York Life, Los Angeles, a former state association president.

Methods of interesting debit agents in association work were considered. The Los Angeles association which has over 200 industrial members, holds luncheon meetings in districts and on days convenient to agents.

The necessity for having fieldmen as association officers was brought out by Mr. Roberts, who urged that attention be given this matter so that the fieldmen will cease to feel that associations are for those in managerial positions only.

North Carolinans Elect Tilley

WINSTON-SALEM, N. C.—Eric L. Tilley, Life & Casualty, Durham, was elected president of the North Carolina Association of Life Underwriters at the annual convention here June 24. He succeeds John A. Glenn, Minnesota Mutual, Winston-Salem. Other new officers are: Charles M. Hassen, Union Central, Charlotte, first vice-president; I. T. Comer, Jefferson Standard Life, Gastonia, second vice-president; and W. T. Beaty, Connecticut Mutual, Raleigh, treasurer.

President Tilley appointed Joe S. Babb, Durham, secretary. Alvin T. Haley, Massachusetts Mutual, Greensboro, was named national committeeman.

The model National association constitution was adopted and the offices of secretary and treasurer will be combined after the present year.

The North Carolina association now has 518 members, a gain of 15%.

The 1944 meeting was awarded to Durham.

Williams, Andrews Speak

Speakers included: John P. Williams, American College of Life Underwriters, "Life Underwriters Under War Conditions;" W. H. Andrews, Jr., Jef-

erson Standard, Greensboro, N. C., secretary National association, "A Tie-In of the State and National Association;" L. Watts Norton, Northwestern Mutual, Durham, N. C., "Building a Leader;" W. L. Anderson, Durham Life, Winston-Salem, "Why Should I as an Industrial Man Be a Member of the Association?"; Mr. Comer, "Local Association on the Job;" and Leon L. Rice, Jr., of Winston-Salem, "Pension Trusts." Mr. Babb discussed the increase in membership at Durham.

B. T. Woodall, president Winston-Salem association, called the convention to order and the welcome was given by Tully Blair of Winston-Salem.

Coonrod Elected Missouri Head

SPRINGFIELD, MO.—W. L. Coonrod, Springfield, general agent Northwestern National, was elected president of the Missouri Life Underwriters Association at its annual meeting here. Approximately 100 agents from all parts of the state attended.

Wayne Clover, Penn Mutual manager, Kansas City, was elected first vice-president, and Adam Rosenthal, manager Acacia Mutual, St. Louis, second vice-president. William Wildeboer, Metropolitan Life manager at Jefferson City, is secretary.

A certificate of merit was presented the association by Dan M. Nee, war savings state administrator, for its excellent salary deduction sales record.

The mid-year meeting will be held next November at Jefferson City.

At the sales congress, Max A. Wilten, Massachusetts Mutual, St. Louis, talked on "Ride Less—Write More." John O. Wilson, Oklahoma City, manager General American Life, discussed "Prospect Motivation."

At the luncheon, Dr. Virgil M. Hardin of Springfield, president National Association of High Schools and Junior Colleges, spoke on "Insurance Education in the Secondary Schools and Colleges."

Three St. Louisans, Ralph W. Fisher, Dorothy Bardell and W. Stuart, put on a skit. Glenn W. Isgrig, assistant manager Reliance Life, Cincinnati, discussed "Let's Put On a Good Show."

Aiken Elected to Helm in Pittsburgh

PITTSBURGH—With 18 past presidents in attendance and almost half of its 925 membership, the Pittsburgh Life Underwriters Association, which will be host at the National association convention here in September, elected the following officers at its annual meeting:

President, Edward M. Aiken, Provident Mutual Life; first vice-president, Norbert H. Weidner, manager Reliance Life; second vice-president, L. Kent Babcock, Jr., supervisor Aetna Life, and treasurer, Harold S. Brownlee, general agent Equitable Life of Iowa.

Maurice B. Cohill, Equitable Society; Robert A. McKean, Berkshire Life; Robert R. Dodson, manager General American Life; Barney Lipka, superintendent Prudential; William L. McLain, manager Guardian Life; C. Brainerd Metheny, manager Fidelity Mutual, and Erroll Ripley, Northwestern Mutual, were named directors.

Ream Agency Wins Cup

The M. Jay Ream agency of Mutual Benefit Life was awarded the Hemingway Cup, which has been given each year since 1939 by Edward D. Hemingway, in honor of his father, Lee Hemingway.

When Mr. Aiken took over the gavel he reported that this year marks the largest number of 100% agency mem-

berships in the local association's 57-year history. Executive secretary of the association from 1934 to 1939, Mr. Aiken is supervisor of the Steacey E. Webster agency of Provident Mutual Life. He is a graduate of Penn State College, past president of the Pittsburgh CLU chapter, and has been instructing courses in life underwriting at the University of Pittsburgh.

Twenty-two agencies were awarded 100% membership certificates. Dean N. R. H. Moor of Trinity Cathedral, Pittsburgh, spoke on "Personal Response."

J. H. Cowles New Los Angeles Chief

LOS ANGELES—At the annual meeting of the Life Underwriters Association of Los Angeles, James H. Cowles, general agent of Provident Mu-



tual Life, was elected president. In the picture Mr. Cowles (right) is shown receiving the gavel from A. C. Duckett, Northwestern Mutual Life, retiring president. The entire slate recommended by the nominating committee, previously announced, was approved.

The by-laws were amended to increase the board of directors to 16, of which the four officers are members.

All-Time High in Membership

Mr. Cowles reported for the membership committee an all-time high in membership with 801, as compared to 752 on June 30, 1942. During the year 299 members were lost, including 53 in service or in defense activities. The 55 men in service still are carried on the association membership list, but are not included in the total of 801 reported to the National association. He gave special credit to Charles E. Cleeton, Occidental Life, for bringing in 262 new members from the industrial offices.

Kellogg Van Winkle, Equitable Society, said Los Angeles stood in the forefront of all associations in payroll allotment bond sales.

Retiring President Duckett reviewed the work of the year. Mr. Cleeton, immediate past president, on behalf of the association presented Mr. Duckett a silver plaque.

Walter Braunschweiger, vice-president and chairman of public relations of the Bank of America National Trust & Savings Association, spoke on "Los Angeles Industry—at War and Peace."

Bullock Elected in Seattle

SEATTLE—P. J. Bullock, Equitable Society, will be installed as president at the July 2 meeting of the Seattle Association of Life Underwriters. Other new officers are: Milton A. Link, manager Bankers Life of Iowa, vice-president; Sanford Bernbaum, Penn Mutual, secretary; Einar Botten, Prudential, treasurer. New directors are: Howard Brace, New York Life; Clifford Morse, Phoenix Mutual; Russell Brooks, Union Central; Roy Knudson, Northwestern Mutual Life; Vander Rose, Equitable of Iowa, and Frederick J. Grant, Aetna Life.

Gerald DeGarmo, Seattle attorney who specializes in tax problems, will discuss the new income tax bill, par-

ticularly how it affects the life insurance agent and his future business.

Mr. Bullock has been in life insurance for over 20 years, for the last 10 being one of the leading producers in this district. For many years he was a member of the Quarter Million Round Table, and hit an all time high in 1936 of one-half million production.

H. O. Anderson Reelected North Dakota President

FARGO, N. D.—H. O. Anderson, manager Great-West Life, was reelected president of the North Dakota Life Underwriters Association at its annual meeting here.

H. A. Voll, general agent Provident Life, was named vice-president, and Vincent J. Cray Northwestern National Life, secretary-treasurer. All are from Fargo. Directors are: Walter J. Johnson, Equitable Society, Fargo; Sig Bjornson, North American Life & Casualty, Fargo; D. T. Jones, Guardian Life, Grand Forks; and Charles Schatz, Penn Mutual, Bismarck. There is an increase of 17% in membership.

Clonch Takes Office in W. Va.

Harold Clonch, Metropolitan Life, Bluefield, has now taken office as president of the West Virginia Association of Life Underwriters. He is a past president of the Bluefield association.

L. E. Huffman, general agent for Aetna Life in Charleston, was elected first vice-president, and R. Homa Houchin, general agent for Connecticut Mutual in Huntington, second vice-president.

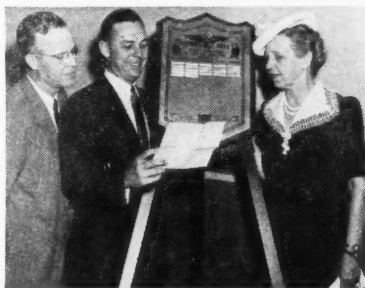
Elgin, Ill.—New officers elected at the annual meeting are: President Louis Meyer, Metropolitan; vice-president, Herbert E. Kerber, Equitable Society; secretary-treasurer, Frank Klondike, Bankers Life.

Oakland-East Bay, Cal.—Don C. Wood, Beneficial Life, is the new president. Vice-presidents are: Robert A. Tennant, Metropolitan Life; Samuel W. Coombs, Equitable Society, and C. M. Gulick, Business Men's Assurance. Joseph Frankel, Pacific Mutual, is secretary-treasurer. New directors are: R. H. Hepfer, California Western States Life, immediate past president; H. G. Wolter, Penn Mutual; Ralph York, Canada Life; Kenneth Newfarmer, Mutual Life; J. L. Bobba, Sun Life, and George Brown, John Hancock.

Fort Wayne, Ind.—H. T. Cooke, Lincoln National Life, has been elected president, succeeding Ken Robinson; E. M. Goodwin, Union Central, vice president; Tom P. Riddle, Jr., New York Life, secretary, and John T. Wiersma, Prudential, treasurer.

Des Moines, Ia.—L. E. Graber, manager of Travelers, is the new president; E. P.

New Officers of Dallas Association



New officers Dallas Association of Life Underwriters:

J. Max Spangler, Kansas City Life, vice-president; Charles E. Seay, Southland Life, president, and Miss Cora Dulaney, Great National Life, treasurer.

Connolly, Penn Mutual, vice president; D. P. Calbreath, John Hancock, secretary, and Leo Salvini, treasurer. Harold Pickford, Provident Mutual was named national committeeman and Fred Brown, Central Life, retiring president, state committeeman.

Directors named are Sidney Kent, Prudential; Frank McCormick, Equitable of Iowa; E. H. Snow, Aetna Life; Frank Lundblad, Mutual Life, and Joseph Ryan, Jr., Bankers Life of Iowa.

Mr. Connolly, chairman of the membership committee the past year, reported a membership of 172, an increase of 13 for the year.

Nashville, Tenn.—The June meeting took the form of a picnic and barbecue, with more than 100 in attendance. New officers were installed as follows: President, Kimbro Dunlap, Prudential; vice-president, Charles Creagh, Metropolitan; secretary-treasurer, F. T. Ragan. Sclater Brown, Equitable of Iowa is retiring president.

Chattanooga, Tenn.—New officers are: President, Eugene O'Neill; vice-president, John Humphries; secretary-treasurer, J. Vance Holdam.

Silas Williams, attorney spoke on public relations.

Wheeling, W. Va.—Ross Davis, agency director for West Virginia of New York Life, has been elected president, succeeding J. E. Chance, Jefferson Standard Life. Robert E. Carson, manager Equitable Life of D. C., is vice-president.

Prof. Ralph Wherry of the department of economics of West Virginia University, Morgantown, spoke on "Life Insurance as an Investment."

The Wheeling Life Underwriters association had an increase of 30 members for the fiscal year.

Long Beach, Cal.—Officers are: President, Paul F. McBride, manager, Occi-

dental Life; vice-president, T. J. Hinkle, Metropolitan Life; secretary-treasurer, G. Thomas McElwath, New York Life.

Lincoln, Neb.—At the annual meeting these officers were elected: President, D. A. Campbell; vice-president, Vern Greenwood; secretary-treasurer, Earl Walton; national committeeman, O. R. Frey.

W. A. Fraser, general agent of Bankers Life of Iowa, reported that the state association had given the local association the exclusive task of handling the payroll deduction plan of bond sales for the next year.

O. R. Frey reported that the University of Nebraska has offered a course of life insurance instruction designed to give groundwork training in four parts of the C. L. U. course, if a sufficient number will register.

Raleigh, N. C.—Harry R. Randall has been elected president, succeeding William T. Beaty. J. B. Lawrence and I. N. Hudson are vice-presidents and Adrian S. Norris, secretary-treasurer.

Asheville, N. C.—Roy H. McDuffie, Jr., has been elected president. R. S. Benefield and L. B. Ordway are vice-presidents; R. H. Officer, secretary-treasurer; F. R. Bakers, state committeeman, and R. A. Hilliard, national committeeman.

John P. Williams, educational director of the American College, spoke on "Modern Views of the Life Insurance Profession."

Birmingham, Ala.—Edward E. Beason, John Hancock Mutual Life has been elected president, succeeding L. R. McGauley, Union Central Life.

John E. Kay, Life & Casualty; James D. Parker, Mutual Benefit Life, and Wilmer Poyner, New York Life are vice-presidents; D. Hayes Clark, Pacific Mutual, secretary-treasurer.

Evansville, Ind.—Rollin M. Thompson, Mutual Life, has been elected president; Thomas Cassack, vice-president; Daniel Quirey, secretary-treasurer.

Milwaukee—The Milwaukee Association of Life Underwriters will renew its war bond payroll allotment drive, in cooperation with a new promotion program of the Milwaukee Advertising Club. President John M. Sisk, Bankers Life, has appointed T. Westley Tuttle, Northwestern Mutual, chairman of the committee.

Los Angeles—President A. C. Duckett,

Northwestern Mutual, tendered the officers and directors of the association a complimentary dinner. Roy Ray Roberts, State Mutual Life, N. A. L. U. trustee, was a special guest.

Louisville—Robert P. Adams, Travelers, has taken office as president, succeeding Marshall H. Roberts, Reliance Life.

Morgan O. Woodward and A. L. Hal-lenberg, Jr., are vice-presidents; C. T. Simmons, secretary-treasurer.

Portland, Ore.—Harold P. Drake, assistant manager of Equitable Life Society, is the new president. Roy S. Wheeler, Mutual Life, is vice-president and William Feldemheimer, Aetna Life, secretary-treasurer. New directors are Mrs. Edna Elzea, Fidelity Mutual Life; Earl E. Pearson, Metropolitan Life, and Henry L. Sallee, Acacia Mutual Life.

Atlanta—H. T. Green, Guardian Life manager, was elected president. He is immediate past president of the Atlanta Life Managers Club and has also served as president of the Life Insurance & Trust Council of Atlanta. Morris S. Smith, Jr., Fidelity Mutual, is first vice-president; John J. McConneghey, Metropolitan Life, second vice-president, and Frank M. Akers, Jr., Prudential; Linwood Butterworth, New England Mutual, and Willis Milner, Jr., Life of Virginia, directors.

Montgomery, Ala.—Officers elected are: President, A. Cumbee, Equitable Life; vice-president, E. F. Wright, Mutual Life; secretary-treasurer, Morris Feinberg, Sun Life.

Life policyholders' funds have extended financing aid through mortgage purchases, to owners of farm and city property in the amount of 3 billion dollars in the past four years.

The Life Insurance Cashiers Association of Milwaukee held its annual outing Tuesday afternoon and evening at Hubbard Park. Alvin Nickel, Equitable Society, was chairman. After a program of sports there was an outdoor lunch.

Ask your company for the Little Gem Life Chart, when requesting your up-to-date reference book—it gives much more information.

DIRECT MAIL

Paves the Selling Path for

DOMINION LIFE REPRESENTATIVES

Dominion Life representatives secure invaluable sales help through the Company's Direct Mail Campaigns.

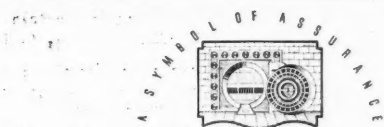
Carefully planned, award-winning Direct Mail material is always available for the help of our representatives in their field work.

The Company's Direct Mail has a successful record of "sales" effectiveness, and it has been chosen among the "25 Canadian Direct Mail Leaders" for 1938, 1939, 1940, 1941, 1942, in fact, every year since the Award has been made.



Dominion Life
THE ASSURANCE COMPANY Since 1889
HEAD OFFICE: WATERLOO, ONTARIO

DETROIT	LANSING	PITTSBURGH
F. W. SIMPSON	ROY G. NOWLIN	J. R. KING & ASSOCIATES
Branch Manager	Branch Manager	
1766 Penobscot Bldg.	800-801 Olds Tower Bldg.	808-9 Park Bldg.



Upon a carefully built **SOLID ROCK FOUNDATION** this Company now expands upward and outward.

A mighty good connection for Agents who want "TO GET FIXED FOR LIFE."



BANKERS MUTUAL LIFE CO.
FREEPORT, ILLINOIS

Since 1907
J. C. Peasley, President
Not gigantic, "JUST GREAT"

Latest Policy Changes

By JOHN H. RADER

The National Underwriter is the only weekly insurance newspaper providing its readers with important last minute policy and dividend changes. Compiled by John H. Rader, National Underwriter statistician, these weekly reports supplement the data contained in the Little Gem, published in March at \$2.50 a copy, and the Unique Manual-Digest, published in May at \$5 a copy.

Changes in Redating Reinstatement

Reliance Life announces changes in redating reinstatement plan. Policies that have been lapsed only three months are now eligible for reinstatement under the redating plan. It enables the policyholders to reinstate a policy that has been in force one year or less without paying the premiums in arrears. Previously the minimum period was one year. The reinstatement rules now will apply as the requirements for insurability. Previously full examinations and inspections were required. The rule on reinstatement is as follows:

(a) Reinstatement under this plan is available when a policy, on which premiums have been paid one year or less, has been lapsed at least three months.

(b) The plan of insurance must be one in effect at the date of reissue and available to the applicant at his age.

(c) The reissued policy will show a new number and the premium rate, the values and the conditions of the new policy.

Mode of Payment May Be Changed

(d) The mode of premium payments may be changed subject to our current practice.

(e) The amount of the policy may not be increased. Any additional insurance must be secured through the regular manner.

(f) No change in plan will be permitted under the redating arrangement.

(g) The redating plan will be allowed only once on any policy.

(h) To avoid unnecessary expense to the company, satisfactory settlement must accompany the application.

Compensation to Agents

(a) The original agent will be the only one recognized as far as commissions, etc., are concerned in the reinstatement of a policy on a redated basis, and then only as covered by his contract, whether he or another effects the reinstatement.

(b) Even though there will be no compensation allowed the active agent on the so-called "orphan" business, the contacts should be profitable in other ways.

(c) The redating plan appeals to the policyholder who realizes the needs of insurance protection but who cannot pay the overdue premiums. He not only protects the money previously invested, but in many instances will have the contract issued at a younger age and with a corresponding premium.

United L. & A. War Rider Has Interesting Phases

The new war rider of United Life & Accident differs from the general provisions in its aviation conditions. Any member of the armed forces is covered only while flying in a regular commercial passenger plan. Civilians are restricted only while flying in air craft used for aviation training.

This clause indicates an understanding of aviation hazards at the present time. It recognizes that joy riding in private planes is non-existing and that a civilian passenger in an army plane would be taken up for some special purpose only and those in charge of such planes would use particular care in the selection of both the plane and its crew.

On the other hand, members of the armed forces must be transported from one place to another in whatever equipment is available and the occasions of such flights may be much more frequent than aforementioned civilian flight.

Offers Single Premium Juvenile Policies Age 0-14

CINCINNATI—Single premium juvenile contracts are now being written by Union Central from age 0 to 14. While these contracts have been sold at ages 5 and over in some states, contracts at the youngest ages are now available throughout the country. For New York state, premiums as shown below, are lower than in other states because the death benefit prior to age 10 is return of premium plus 3% interest. Dividends on the New York policies begin at the anniversary nearest age 11. For other states the policy attains full benefit at age 5 or after the fifth year. After the first year the benefit is \$320, second year \$400, third year \$500, fourth year \$600, fifth year \$800.

Other States			All States		
Age	Prem.	Div.	Age	Prem.	Div.
0...	\$252.40	\$310.26	10...	\$322.27	\$2.56
1...	253.45	312.92	11...	326.09	2.57
2...	258.76	314.05	12...	330.01	2.60
3...	265.28	314.96	13...	334.07	2.60
4...	272.37	316.07	14...	338.28	2.60
5...	279.90	315.44			
6...	287.78	314.11			
7...	295.97	314.52			
8...	304.45	318.24			
9...	313.22	318.91			

Occidental, N. C., New Policy

Low cost protection is the purpose of the new term to age 65 of Occidental Life, N. C. This plan is available to males ages 16 to 50 in amounts of \$2,000 or more and may be converted prior to attaining age 60. Waiver of premium or monthly income disability are not issued with this type of policy but the special features of double indemnity and total temporary disability may be added.

Premiums per \$1,000 term to 65, are:			
Age	Prem.	Age	Prem.
16.....	\$11.27	35.....	\$15.94
20.....	11.86	40.....	18.68
25.....	12.80	45.....	22.30
30.....	14.17	50.....	27.25

C. L. U.

Hanawalt New President of Cleveland C.L.U. Chapter

The Cleveland C.L.U. chapter at its annual dinner meeting elected Preston Hanawalt, Equitable of Iowa, as president. Mr. Hanawalt recently completed 20 years in life insurance. He became a C.L.U. in 1932.

Paul L. Field, National Life of Vermont, is vice-president; E. Clare Weber, Fidelity Mutual, treasurer, and D. Miley Phipps, New England Mutual, secretary.

Warren H. Smith, Northwestern National, a member of the Cleveland chapter, is a trustee of the American Society of C.L.U. The Cleveland chapter now has 33 members. Many others have completed some of the examinations, and 23 candidates appeared for the examinations given at Cleveland College this month.

George A. Patton, a trustee of the American College, who left the Mutual Life home office to become Cleveland

manager, was a guest, as were Dean H. C. Hunsaker and Earl Snyder of Cleveland College.

Bendiner Philadelphia Speaker

At the annual meeting of the Philadelphia C. L. U. chapter, Irvin Bendiner, New York Life, spoke on "If You Know What to Say—You'll See Them."

The slate of officers previously announced, headed by Alice E. Roche, Provident Mutual, for president, was elected.

Altick Los Angeles Head

The Los Angeles C. L. U. chapter has elected the officers recommended by the nominating committee, headed by Robert L. Altick, Massachusetts Mutual Life, as president.

President Altick was directed to name a committee to study and report on the problem of agent qualification laws and agent's compensation.

The entire slate headed by Joseph A. Sousa, Metropolitan Life, as president, has been elected by the San Francisco C. L. U. Chapter.

NEW YORK

FAREWELL FOR E. W. ALLEN

The farewell dinner to E. W. Allen, who retired this week as general agent of New England Mutual in New York, was an impressive tribute, not only to Mr. Allen's accomplishments in business but to his capacity for making friends. All the speakers mentioned this trait and cited numerous instances.

H. Arthur Schmidt, Mr. Allen's partner, said, "the greatest ability is to make friends and enjoy friends and no one has it in higher measure than Ed Allen."

On behalf of the agents, J. E. Henderson presented Mr. Allen a silver coffee service.

F. A. Savage, general agent at Baltimore, presented to Mr. Allen a gold wrist watch on behalf of the New England's General Agents Association.

Other speakers were Vice-president G. L. Hunt, Medical Director H. M. Frost, A. W. Moore, general agent at Philadelphia; Vice-president J. S. Myrick of Mutual Life, one of Mr. Allen's closest friends; E. W. Allen, Jr., Isadore Fried, general agent of New England Mutual, New York.

T. H. Hodgkinson, veteran member of the agency, was toastmaster and read a number of letters from well wishers who were unable to attend.

Xavier Cugat's famed orchestra played several Spanish numbers and though Mr. Cugat himself could not be present he sent a congratulatory wire in which he asked, "Now that Ed is leaving are my New England annuities safe? Wire answer."

In his response Mr. Allen paid warm tribute to his friends and associates.

President G. W. Smith sent a message of felicitations but was unable to be present on account of its being his 25th wedding anniversary.

CONTRIBUTES OFFICE SPACE

Mutual Life of New York has made available to the office of naval officer procurement the store at 467 Fifth avenue, New York City, free of charge, to use as an information center in its program of enlisting WAVES. This is the third donation of space which Mutual Life has made in the last four months. In March the company made available the entire second floor at 512 Fifth avenue to the American Women's Voluntary Services, and in April donated to the same organization the store at 39 West 57th street for use as executive offices.

DISABILITY CHECK SAFE

The section of the New York insurance law which permits a creditor to at-

tach disability benefits where the debt or liability was incurred for necessities furnished to the insured does not permit a person who has discounted a promissory note for a person to attach the latter's disability benefits on the ground that the money made available to the assured in the transaction was used by him for necessities such as food, lodging, etc. This was the decision of the New York supreme court in Joseph Abrams vs. Nathan Parker and another. The defendant's sole asset was a monthly total permanent disability benefit check under a life policy.

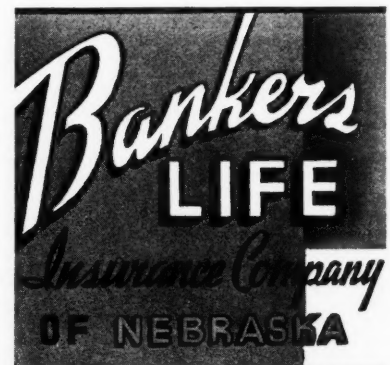
The court voiced the belief that the statute was intended to secure to persons suffering from physical infirmity a modicum of income for their primitive needs, free from claims and demands arising from business hazards and imprudent investments. It was enacted for their protection and should be given an interpretation that will not defeat its purpose. That requires that the exception from the exemption be construed to give the word necessary its narrowest meaning—food, clothing and shelter. Unless it is so construed, the statute would be resorted to more often as a sword than as a shield.

RUTH HANAUER APPOINTED

Ruth S. Hanauer has been appointed supervisor of the Charles Edwards Agency of Manhattan Life, 551 Fifth avenue, New York City. She had considerable experience in retail selling before she entered life insurance in 1939. She is a graduate of Barnard College.

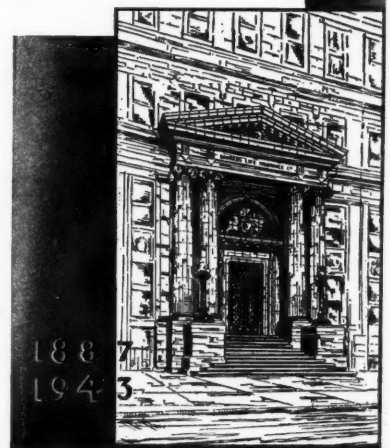
GUMO, BEYNON GOLF WINNERS

Seymour Gumo of the actuary's department was awarded the A. E. Patterson trophy for the second consecutive year with a low net of 75 in the Mutual Life Association tournament at Bethpage, L. I. Dave Beynon, bureau of applications, won the Wm. Esau trophy with a low gross of 93.



One Thing Is Certain Life Never Stands Still

We have a Plan for aiding men and women of courage and vision to move forward. This company is going ahead! Over 135 millions in force. Assets of over 40 millions.



LEGAL RESERVE FRATERNALS

Society's Officers Are Reelected

S. H. Hadley, president of Protected Home Circle, Sharon, Pa., and other supreme officers were reelected at the three-day biennial meeting in Pittsburgh. The society Aug. 7 will observe its 57th anniversary. It has about 80,000 insured members, over \$60,000,000 insurance in force and assets in excess of \$11,000,000, it was shown by reports. It has paid out more than \$41,000,000 in benefits to insured members.

W. R. Cubbon is vice-president; L. D. Lininger, secretary; H. G. Moore, treasurer; Dr. William G. McLaughry, now in the service, medical director; F. A. Service, solicitor; F. B. Mallett, guardian; F. L. Sweet, guide; Joseph Spencer, sentinel, and Ray Goodiel, chaplain. Louis A. Wiehl is state deputy of the Pittsburgh district.

Modern Woodmen Issues 20-Pay Special Form

Modern Woodmen has made available its "60th anniversary special" policy on a 20-payment life plan, due to requests from the field. The low cost maximum protection contract which was the first brought out, in event of death before age 60 will provide \$606 immediate cash, then \$60.60 per month for 12 months, and subsequently \$30.60 per month for six months, or total benefits \$1,516.80. The certificate becomes paid up at age 60 for \$375.

The 20-payment life form with annual premium at age 35 of \$48.78 per unit, will provide the same immediate cash and succeeding benefits. The certificate would become paid up in 20 years for \$1,500 and 10 years later with no further payments the cash and loan value would exceed the total amount paid in premiums.

The low cost maximum protection contract is available only at ages 16-45 for men and women in sound health, no medical examination being required. The 20-pay form is offered ages 16-60, with no medical examination required prior to age 45.

Not long ago Modern Woodmen discontinued the five-year convertible term contract, but now announces it will issue new 10- and 15-year convertible term certificates.

Souvenir 75th Anniversary Policy Issued by A. O. U. W.

A special souvenir policy known as "75th anniversary special" is to be issued by A.O.U.W. of North Dakota for the year ending July 1, 1944, to men and women ages 16-55 inclusive. No medical examination will be required at many ages in most parts of the society's jurisdiction.

This contract is to be issued in units of \$1,475. The size of this unit was selected by the fact that 14 men comprised the charter list when A.O.U.W. was founded in Meadville, Pa., Oct. 27, 1868. The 14 was combined with the 75 years age to form the unit.

Each unit provides that in case the insured should die prior to age 65, the full amount will be payable. Unless otherwise provided for proceeds will be paid to beneficiary: \$575 in a lump sum and the balance in 24 monthly installments, the first 12 monthly installments each to be \$57.75 and the remaining 12 to be \$14.75 each.

In addition on the Dec. 15 following insured's death, beneficiary will be paid \$25 and another \$25 on the next succeeding Dec. 15. Due to interest being paid on deferred payments to beneficiaries, the total amount of insurance per unit of \$1,475 actually is \$1,495. At age 65 each unit becomes paid up for \$575.

Back to Members Plan Successful

Catholic Order of Foresters "Back to the Membership" movement which was initiated some months ago by Thomas R. Heaney, high secretary, has been strikingly successful, with the volume of new business in the first five months more than doubled and the number of new applicants approximately twice that for the same period of 1942.

The order also has established the unusual record of three million dollar months this year and an average new production of better than a million a month for the five months. Mr. Heaney stated the only other million month in his recollection was in 1934.

Production Pyramids

March new business totaled \$1,112,000 and April was \$1,114,000. With January and February totals each below \$1,000,000, Mr. Heaney found May total must be at least \$1,606,000 to average a million a month. Although but \$1,604,000 was written, the rules permitted until June 15 in paying for business for the five months, and in that extra 15 days \$699,800 was written and paid for, giving a surplus of \$194,000 over the million a month goal or a total of \$5,694,000 for 5½ months.

Monthly increases this year over the same months last year were: January 45.14%, February 53.28, March 86.52; April 105.96; May 168; June 1-15, 97.46. Juvenile application in the five months numbered 4,318 compared to 1,872 in the same period of 1942; adult totaled 2,337 as against 1,560, the combined totals being 6,655 against 3,432 for the two comparative periods.

C.O.F. issued 2,569 adult and 4,112 juvenile applications.

An important objective in the new sales plan of C.O.F. is conservation of business. This has been accomplished by placing a much larger percentage on other than monthly basis. Of 2,569 new members in the 5½ months, 1,048 were placed on annual basis, 166 on semiannual, 221 on quarterly and 1,134 on monthly. In the past most of the C.O.F. new business was on monthly basis. Of 4,112 juvenile risks written in the 5½ months, 1,281 were placed on annual basis, 318 semiannual, 424 quarterly and 2,089 monthly.

More Permanent Forms

Another problem has been loss of juvenile business at the time of transfer to adult status due to the fact most of this previously was written on the term to age 16 basis. Mr. Heaney concentrated on securing more permanent forms of insurance, with the result that of the 4,112 juvenile, 1,620 own 25 payment life, 180 have whole life, 77 have endowment at 65, 89 have endowment at 85 and 2,146 have the term to 16.

Mr. Heaney's results are seen as a successful test of his contention that the future of fraternal life insurance lies in the lodge system, as in the past. He was placed in charge of the organization department last November. Mr. Heaney carried his appeal directly to the members. The technique, he feels is a permanent one and not merely a "campaign."

Dallas Next Meeting Place

Dallas was selected by the Texas organization of Royal Neighbors for its 1944 gathering at a two-day "victory conference" held in San Antonio. Mrs. Ella A. MacDonald was general chairman. The purpose of the gathering as set forth by Mrs. Eva Huskey, state supervisor, was to discuss war and defense work and war bond and stamp sales. Members are very active in Red Cross work, it was reported, and they contributed a substantial sum to that organization following an address by

COMPLETE FAMILY PROTECTION

Men, women and children written from
birth to 60 years of age

Life—Endowment and Term

Sickness and Accident — written separately or in conjunction with Life Insurance Protection

Hospital Certificates

PROTECT YOUR HOME—YOUR COUNTRY DEPENDS ON A FIRM, DETERMINED HOME FRONT

THE MACCABEES

Home Office in Detroit, Michigan



Sixty
YEARS of SERVICE
1883 1943

As MODERN WOODMEN OF AMERICA completes 60 years of service to members and beneficiaries, it again finds itself functioning in a world at war. In the future all our efforts are pledged toward doing our part in prosecuting the war until it is brought to a victorious conclusion. Through its heritage as a fraternal life insurance society, Modern Woodmen of America will be a strong factor in maintaining the home-front for the duration, and it will be a vital economic force in rebuilding a peacetime America.

It is with justifiable pride that this organization reviews its 60-year record of faithful performance of its appointed duties through previous wars and periods of world-wide economic stress. It faces the future confident that it will continue indefinitely to fulfill its destiny of rendering genuine fraternal life insurance service to the people of America.

Diamond



Jubilee

\$650,000,000
paid in benefits

Assets exceed
\$105,000,000

MODERN WOODMEN of AMERICA
Rock Island Illinois

Mrs. Augusta Barnes of the local chapter of Red Cross. The conference closed with a dinner.

Brienza Elected in N. J.

J. T. Brienza, Newark, was elected grand regent of the New Jersey grand council of Royal Arcanum at the annual convention in Newark. Others elected are: Vice-regent, R. I. Mills, Rutherford; orator, Jacob Wimmerman, Newark; secretary, J. S. Hough, Asbury Park; treasurer, F. R. Kezer, Clinton. Officers were installed by G. W. Mercer, Roselle Park, N. J., supreme regent of the United States and Canada, assisted by the retiring grand regent, Dr. C. F. Drake, Asbury Park.

Merton Law of Equitable Reserve Association has been awarded the degree of Fraternal Insurance Counsellor by the Fraternal Field Managers Association.

Clarence H. Behnke, Lincoln, Neb., state supervisor in Nebraska for Fidelity Life of Fulton, Ill. has been awarded the F. I. C. degree.

Beveridge Plan and U. S. Version

(CONTINUED FROM PAGE 3)

sire not to penalize thrift, but merely for convenience in administration.

Creation of a permanent work program, acting during depressions and dormant during periods of economic activity, so that the opportunity for work will always be present, thereby maintaining morale and conserving special skills. The rates of pay and working conditions are to be comparable to those in private industry.

Extension of general relief system so that cases of need, not covered by the special programs, will be covered. The cost of this relief is to be met by the states with federal assistance.

Expansion of the social services to include besides free schooling, medical care, hospitalization, school lunches, college educations to those who could use them, and free distribution of surplus food.

Coordination of federal taxation, borrowing and spending programs so that there will be a deficit during depressions and a surplus during periods of prosperity, the deficits and surpluses to cancel in the long run.

Assistance for private industry during the period of conversion from war to peace production so as to minimize the effects of the inevitable dislocations.

Summary of Beveridge Plan

Summarizing the Beveridge plan's main points, Mr. Connell says that it is a compulsory social insurance scheme which will provide in consideration for stated premiums paid by the employee, employer, and government, stated benefits in the event of stated contingencies. The contingencies are those which produce want, such as old age, unemployment, disability, obsolescence of skills, and burials, and those which are avoided so as not to produce want, desirable though they may be, such as marriage, abundant dependents, separation, and maternity.

It is assumed that the contributions of the employee, employer, and government will ultimately be in the ratio of 20:20:60 respectively, but the large government share is in the nature of interest due on the accumulations of the other two shares, which accumulations will, in fact, not be in existence due to increased benefits during the period of transition to the time when all those covered will have made the contributions necessary to provide their own superannuation benefits.

Every seventh person engaged in the life insurance business before the outbreak of the war was in the armed forces, in war production, or in government war service by the end of 1942, according to a recent manpower survey.

Commonwealth Life Advisory Group in Session



Pictured above is the agency advisory committee of Commonwealth Life meeting for the fifth time with the company's executives. Left to right around the table: W. Almon Lonsford, director of agencies (industrial department); Joseph R. Hoffman, secretary; William R. Davis, III, agency secre-

tary (ordinary department); Richard M. Sellers, actuary; Marsel Dreyfus, northeastern Ohio, chairman advisory committee; Morton Boyd, president; Homer D. Parker, Pineville, Ky.; Ford M. Hettich, manager policyholders' service; Max L. Doudt, South Bend, Ind.; C. J. Monarch, Louisville; Dan

H. Quirey, Evansville, Ind., and C. D. Haskins, Union City, Tenn. Since the committee was created in 1941, the field force has submitted 179 recommendations, of which 116 have been adopted, 53 rejected and 10 now under consideration. It has promoted exceptionally good field relations.

SALES MEETS

B.M.A. Sales Meetings Are Held in Southwest

A series of sales conferences for field men of Business Men's Assurance was held in Amarillo, Albuquerque, Phoenix and San Diego.

In Amarillo President W. T. Grant was met by F. B. Martin, district supervisor, leading Texas producer and sixth among all salesmen for the company, who has been with B.M.A. 22 years. In Albuquerque, District Supervisor O. K. Johnson had arranged for him to address the New Mexico Association of Life Underwriters, but due to Mr. Grant's delay in arriving, he was unable to do so. Following a sales conference in the afternoon, a dinner was held, at which Superintendent Apodaca of New Mexico spoke. In Phoenix, Manager W. B. Huie presided at a two-day conference and reported additions to his organization as well as a 37% increase in business.

Manager Robert Sanders of San Diego, who is a life member of the Million Dollar Round Table, was in charge there. At a meeting of the San Diego Life Underwriters Association, Mr. Sanders was elected president and Mr. Grant spoke. He favored considering

life insurance premiums as deductible for income tax purposes. The present tax law permits deductions for contributions to charity and certainly it is just as reasonable, he said, to permit deductions up to a limited amount for life insurance, which will prevent the policyowner's family from becoming dependent on charity and charitable institutions.

He urged a careful study of proposed social security legislation, to avoid the possibility of having it extended to a point where it will result in transfer to the government of activities which can be carried on more effectively by private insurance and private enterprise.

He called attention to the recommendations of the OWI that the threat of inflation should be met by the purchase of war bonds and the purchase of additional insurance, since insurance funds could not result in increased demand for consumer goods.

Mr. Grant was accompanied on this trip by Treasurer Grant Torrance. They will attend other meetings in northern California and the Pacific Northwest, and return home through Salt Lake City and Denver. J. W. Saylor, assistant to the vice-president, also attended the San Diego meeting.

Aetna Life Conference

Ten general agencies of Aetna Life will hold a convention at French Lick

Springs, Ind., Sept. 8-11. L. O. Schriver of Peoria, Ill., is chief promoter and chairman of the meeting. The other general agencies interested are Chicago, Cincinnati, Columbus, O., Detroit, Grand Rapids, Indianapolis, Milwaukee, South Bend, Ind., and St. Louis. All will hold contests to qualify agents for the convention.

Give Hint of Nature of the 5% Regulations

(CONTINUED FROM PAGE 3)

Treasury Department regulations under the Revenue Act of 1942 dealing with the problem of pension trusts were expected to be signed this week. They were up for final review before receiving the O. K. of Secretary Morgenthau. They are reported to be long and complicated.

Write more accident business by subscribing to The Accident & Health Review, \$2 a year, 175 W. Jackson Blvd., Chicago.

There'll Always Be A FUTURE!

The character of insurance selling may change as conditions change. Yet, until the future becomes an open book, insurance protection will always remain a basic human need. Lutheran Brotherhood offers the kind of policies and the kind of help that make selling easier under today's conditions. In Lutheran Brotherhood there'll always be a future—and a bright one—for the man who believes in insured security. Get details on the L-B plan now!

(Representatives must be Lutherans)

LUTHERAN BROTHERHOOD LEGAL RESERVE LIFE INSURANCE FOR LUTHERANS

Herman L. Ekern, President
608 Second Avenue So. Minneapolis, Minnesota



THE LEADER
IN
ITS FIELD!

AID ASSOCIATION for LUTHERANS
APPLETON, WISCONSIN

Sales Ideas and Suggestions

Two Attitudes Pointed Out

On One Side Are the Wait and See and on the Other a Positive, Determined People

By W. M. ROTHARMEL
Vice-president Pacific Mutual

In these stirring and uncertain times when conditions are changing so fast, when things appear out of joint and there is so much confusion, life underwriters seem to classify themselves into two groups. The first group tends to adopt a "wait and see" attitude. They are swayed here and there by the emotional currents coursing through the nation. They are waiting for someone else to show them the way. They seem to be working fewer hours. They seem to have a negative attitude toward present day opportunities.

On the other hand the agents who are making records of achievement and "plussing" previous years recognize all the negatives in the picture and say, "So what?" They have a positive mental attitude. They adjust themselves to these new conditions and go ahead. They turn disadvantages into advantages.

The agent with a positive mental attitude says, "Sure times are uncertain. Everyone is uncertain, and the only thing to take uncertainty out of life is life insurance. If a man's future is uncertain because he feels he may be drafted or some other thing will affect his plans, then his family's future is also uncertain. There is a greater need for life insurance than ever before." This agent turns a disadvantage into an advantage.

Need for Positive Mental Attitude

The agent with a positive mental attitude says, "Sure there is a loss of market. Millions of men are going into the army, but what of it? In 1932 there were approximately 13,000,000 unemployed and we had a national income only of about \$40,000,000,000. In 1942 there was a national income of about \$120,000,000,000, three times as much—and even if the war lasts ten years, it is doubtful whether we will have 13,000,000 men in the armed forces. After all, even in total war effort the bulk of the people are behind the lines. It takes eight to ten people in defense work for every man in uniform, so consequently there is a vast new market opened up. More people are making more money than ever before. There is also a vast new market of employed women." This agent turns this seeming disadvantage into an advantage.

The agent with a positive mental attitude says, "Sure there are going to be higher taxes, but what of it? Isn't it a small price to pay for freedom and the American way of life? But on the other hand there is increased income. There is curtailed spending. Money can't be spent for vacations, or refrigerators, vacuum cleaners, electric stoves, new tires, automobiles. There is a greater margin of spendable money than ever before." Again the bugaboo of higher taxes is turned into an advantage instead of a disadvantage.

Current Competition

The agent with positive mental attitude says, "Sure there's competition with war bonds, but what of it? It is about the only competition that we have today. The competition of the automobile and the other luxury items has been practically eliminated. Life insurance is the only thing that the government will approve buying on the

installment plan for a paying period of over 15 months." The agent with a positive attitude capitalizes on the government's salary savings idea for war bonds. He capitalizes on the country's "save consciousness." He does this by talking of the pension value in the life contract. He capitalizes on the fact that the government recognizes the need for two types of savings. War savings stamps and bonds give the public cash cushions for after the war, immediate money that they can use, and life insurance is the type of savings that completely fills the bill—the ration cards of the future to provide food, clothes, and shelter at the time of greatest need.

Adaptation to Changes

The agent who is doing an outstanding job today recognizes and evaluates the problem of changing conditions and then does something about it. Here are some of the things that he does about it:

First of all, he changes his prospecting method so that he can tap the new market, the new market of millions of workers who are almost tax exempt because they are in the low income group, who are really the new rich in the war effort and are not accustomed to putting their money into life insurance.

He changes his prospecting method so that he can contact more women who are in industry today. They also are a substantial new market. Statistics show us that more business is coming from industrial groups than from any other source. This group accounted for 36 percent of the applications. Professional applicants totaled 16 percent, clerks 24 percent, business men 13 percent, and farmers 12 percent. In one company 29 percent of all applications came from women, three-quarters of them wage earners.

The agent with a positive mental attitude has developed the courage to tear

up prospect cards and start all over again. After all, 3 x 5 prospect cards are worth about 10 cents a hundred, but strange as it may seem, when we put a name, address, telephone number, and a little other information on them, they are considered a most valuable asset. They are even locked in desk drawers, when all the time the city directory is full of hundreds and thousands of such names. The agent who can develop the courage to tear up a prospect card after an unsuccessful interview will find he is better off and his ratio of closed cases to interviews will rise accordingly. In one agency over 70 percent of the cases were closed on the first interview, and agents were definitely instructed that only in rare instances should the prospect card be saved. It should be torn up.

The agent with a positive mental attitude uses the telephone more than ever. He develops a telephone technique. He telephones for appointments. He substitutes the telephone for service calls. He saves his own time and his prospect's time, as well as gas and rubber. By the use of the telephone for definite appointments the average agent increases his efficiency at least three times.

To meet changing conditions the agent with a positive mental attitude has developed a package sale: Not necessarily a policy with a lump sum settlement, but a package sale that will appeal to the new market, that will appeal to the "save consciousness" of a prospect, that offers security after the war, that takes care of the four hazards—death, sickness, accident and old age. The agent should learn this sales story so that he can tell it quickly, dramatically, and often. By use of the telephone he can save needless trips to prospects who are not in. He has a higher batting average with reference to calls, interviews, and closed cases.

Industry in its all-out effort says its job cannot be done on the basis of a 40-hour week. Today's successful underwriter has changed his hours to conform with industry. He finds it necessary to work longer hours, different hours, and particularly to make many night calls. He no longer is operating on the old nine-to-five schedule.

Summing up, the agent with a positive mental attitude feels that he is a

Former Typewriter Salesman Now Selling Mortgage Cover

By consistently following a definite sales plan, Roy Grumbine, former Cincinnati typewriter salesman forced out of business by the war, has written \$102,000 in new business in his first five months with Ohio National Life and recently placed sixth for the month in new production.

Practically all of Mr. Grumbine's business consists of mortgage protection policies for war workers written on a monthly premium basis. He has been ably assisted by his wife who telephones persons whose names appear in the daily papers when mortgages are filed and makes appointments for Mr. Grumbine. He has secured considerable business from these leads and by securing names from new policyholders of persons working in the same plant who also have mortgages on their homes.

Although it requires hard and consistent work to produce, Mr. Grumbine does not work any harder than he did when selling typewriters. He likes life insurance and finds it fascinating work. His average policy has been \$2,500. Most of the mortgages carried by his prospects amount to \$3,500 or \$4,000.

civilian soldier helping to make the country secure from without as well as from within. He feels that life insurance is essential to the well being of the nation, that the life insurance premium dollars which he is collecting are four-fold dollars:

First, they help win the war because they are going into war bonds and into defense industries, making the nation strong from without.

Second, they are helping make the nation secure from within by making the American home more safe and secure, and a nation is only as strong as its homes are secure.

Third, he feels that the life insurance premium dollars are helping to prevent inflation, because they are not in the race for consumer goods. This curtailment helps prevent or reduce shortages of materials and supplies which cause price rises and inflation.

Anti-Depression Dollars

Fourth, he feels life insurance premium dollars are also anti-depression dollars. He feels that these dollars, along with war savings stamps and bonds will provide a valuable cushion to check possible depression and deflation in the coming days of post-war adjustment.

This agent has other convictions. He has the conviction that life insurance will solve any problem involving time and money. He knows also that it is the only solution devised by our society to take care of the situation either of dying too soon or living too long. He realizes that whether there is war or peace men still die and still become old. Doctors in hospitals still receive money for taking care of patients, even in war times. Undertakers won't bury people for nothing because there is a war. So far no one has put a clause in a mortgage to cancel it if the man dies when the nation is at war. Colleges still demand tuition fees in time of war or peace. A man's widow and children will still need food, shelter, and clothing and it will still take money to buy them in spite of the war. The agent further realizes that the great bulk of people now alive will live to age 65, and they'll die economically unless provision is made now to give them money during those years after they have received their last salary check.

Sales Ideas Caught on the Fly

The Penn Mutual gathered some up to date sales ideas from a successful salesman that can be used very effectively at this time. They are:

Take a Route—Organize your day's work in one definite locality. The gasoline problem is critical. Make as many telephone calls as possible to find out the most convenient time to see the husband.

Standard of Living—Minimum income is more important. Prospects are giving their families a higher standard of living. If the father is taken out of the picture, the family would find it the more difficult to meet the higher cost of living.

Use Direct Mail—Use direct mail regularly. If you get too many new prospects to keep up with the direct mail, then postpone any more direct mail until you are getting further on with your list.

Evening Appointments—People who are doing well enough to buy additional insurance are the more likely to be too

busy during the day to discuss their personal problems. Definite evening appointments are necessary so that they may relax and concentrate.

Waiting Rooms—Professional men at the present time are not the prospects they used to be unless you know them well enough to make a definite appointment—or we'll waste time in their waiting rooms.

Who Pays the Taxes—The objection that arises is that of taxes. We can overcome that by explaining that wives will be faced with a problem of providing for bare sustenance unless life insurance solves their problem.

The money paid out to life insurance policyholders and beneficiaries last year would be sufficient to provide an income of more than \$45 a week for some 500,000 families for two years.

Recent upturn in life insurance purchases by the American people is expected to continue with most families having more money to spend and fewer things to spend it on.

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THE BOURSE PHILADELPHIA

Group Studies Post-war, Air Problems

(CONTINUED FROM PAGE 1)

dation was accepted. The men thus replaced were T. N. Bartlett, Baltimore, Maryland Casualty; P. H. Eager, Jr., Jackson, Miss.; and J. G. Sweet, San Francisco, while the terms of F. B. Baylor, Lincoln, Neb.; J. M. Sweitzer, Wausau, Wis., Employers Mutual Liability, and K. B. Cope, St. Louis, were extended. Mr. Cope was chosen last year to replace the late W. C. Reeder, St. Louis.

The terms of F. M. Holt, Jacksonville, Fla.; P. F. Burke, Philadelphia, Indemnity of North America, and P. J. McGough, Minneapolis, do not expire until next year, and they will probably also be extended.

Lieut. Col. J. M. Niehaus, Peoria attorney now with the army signal corps in Chicago, welcomed the convention, telling of the history of Chicago and Illinois and likening the legal profession to the signal corps, because the public depends upon it for information on vital matters. J. M. Slaton, Atlanta, former governor of Georgia, responded, appealing for the individualistic spirit of the insurance business.

G. M. Morris, Washington, president American Bar Association, said that the war activities of organized attorneys have now tremendous good will for the profession and called upon the lawyers to play their role in the peace to come. It will depend upon them, he said, whether the great problems of demobilization, international cooperation, conversion of war plants and the like will be handled in an orderly, judicial manner or by arbitrary bureaucratic rulings. He described the 11 war service committees of the bar association and the work of lawyers in service in aiding service men and of civilian attorneys in helping their families. The first problems handled, he said, were matters such as instalment contracts and other property difficulties, but now domestic relations cases are becoming more and more in evidence.

Due to a misunderstanding F. E. Thompson, former chief justice Illinois supreme court, was unable to address the meeting as scheduled. It was announced that his paper will be published in the association journal.

President Smith reported that the officers had considered holding regional meetings but transportation and hotel shortages had been too great a problem this year.

Because of the press of his duties as chairman of the American Bar Association house of delegates, Guy Crump, Los Angeles, was unable to make his address on Monday morning as scheduled. F. J. Marryott, Boston, assistant general counsel Liberty Mutual, who was booked for Tuesday, exchanged places with him.

James S. Kemper, president of Lumbermen's Mutual Casualty and former president of the U. S. Chamber of Commerce, gave a powerful address in which he expressed the opinion that an intelligent American foreign policy would do more to give the world a hundred years of peace than all the so-called peace plans "that will be hatched between now and doomsday."

"America," he said, "still will hold the best cards in the deck after the war is over. She will be the most powerful nation in the world. If in the management of her relations with the rest of the world she can create a wisdom that will match her strength, she can build an American century and it will be a century of peace."

Behind all the imposing facade of

world organization, leagues, court and councils the controlling fact for generations will be that all real sovereign power and 98% of all military force will reside in a small group of powerful states. They will be independent states and subject to no law but their own will, according to Mr. Kemper.

America must either formulate a foreign policy that will reduce the frequency of world war or must suffer the ruin that would come if we continue to fight a world war every 20 years. A foreign policy determines what a nation's vital interests really are—the things deemed essential to its security and for which it need be it is intelligent to wage war. A foreign policy attempts to figure out possible enemies and how and when they may attack and foreign policy must equip a nation with military power and strategic positions of attack and defense in relation to its potential needs.

For over half a century, Mr. Kemper said, the United States has had no real foreign policy. It has had great interest and great commitments all over the world but has had neither a workable plan to forestall war nor any ready means to wage war effectively when we got into it. "We did not know where we were going and judging from Pearl Harbor we didn't know very much about where anybody else was going."

The United States, he said, should now announce to the world certain definite objectives which we have. For instance, we should not make the mistake we did after the last war of not acquiring islands in the Pacific.

INSURERS JOSHED

Mr. Crump's humorous talk, entitled "The Plaintiff's Lawyer's View of Insurance Companies and Their Counsel," which started off the Tuesday morning session, was delivered in a mock-ponderous style and had the audience laughing throughout. He devoted a considerable part of it to reading, with appropriate asides, from the proceedings of the American Bar Association meeting of 1896, when an insurance section was first proposed and voted down. A standing committee on insurance law was created in 1904, but the insurance section was not established until 1933, which Mr. Crump called the "longest period of gestation on record." He ended by proposing that plaintiff's lawyers and insurance company counsel join in "homage to the goose that lays the golden egg."

Association in Good Shape

R. B. Montgomery, Jr., New Orleans, secretary, reported 977 regular members and 279 additional members. Treasurer R. M. Noll, Marietta, O., reported a balance of \$25,851, of which \$15,000 is in war bonds. O. J. Brown, Syracuse, immediate past president, reported that the executive committee had held four meetings during the past two years.

The Tuesday afternoon session was split into two forums, one on air transport insurance problems and the other on practice and procedure.

Mayor J. G. Stewart of Cincinnati,

was the speaker at the banquet, which attracted a full house. It was preceded by the social hour given regularly by the "Humble Humbugs," an active group within the association.

A reception for President Smith was held Monday evening. A telegram and flowers were sent to Mrs. Smith, who has been critically ill, but who is now on the road to recovery.

Henry Reed, New York, general manager North America, was the only speaker at the Wednesday morning session. He discussed "Marine Insurance, An Essential Industry for a Maritime Nation." His talk was followed by election of officers.

PROCEDURE FORUM

W. E. Benoy, Columbus, O., chairman insurance practice and procedure committee, conducted a roundtable discussion of several federal procedure rules. The committee report dealt exclusively with recommended amendments and Mr. Benoy explained that the Supreme Court is at present considering rule changes for the district courts.

L. P. Hemry, Boston, vice-president and counsel American Mutual Liability, discussed discovery and production of confidential files under rule 34. The association committee has recommended that this rule be changed to limit its application to objects which would be legally admissible in evidence for any purpose other than an admission or an impeachment of a witness.

Rule 14, on bringing additional parties into a case, was discussed by Lon Hocker, Jr., St. Louis, and R. F. Hobson, Louisville. Mr. Hobson brought out the possibility of an insurance company being made an additional defendant in a liability suit. The committee recommended that the rule be limited to additional parties who are under the jurisdiction of the court. Mr. Hocker also discussed rule 30, on depositions.

D. J. Kadyk, Chicago, discussed rules 52, 58 and 59, on judgments and new trials. The committee took the position that these rules are not specific enough to avoid expensive and burdensome procedural questions and should be clarified.

Other rules to which the committee recommended amendment are 6, on extensions of time, 36, on admissions of facts, 49, on special verdicts and interrogations, 62, on stay of proceedings to enforce judgment, and 73, on appeals.

Appeals \$10,259 Judgment

Attorneys for Sun Life filed notice in U. S. district court at Peoria, Ill., of appeal of the \$10,259 judgment to Ruth P. Bull, widow of Lieut. Richard Bull, navy flier killed in an engagement with Japanese airmen in the Pacific early in the war, awarded by a jury in April. The plaintiff contended Lieut. Bull died as a result of enemy strafing gunfire from a plane after his plane landed on the water and the crew took to lifeboats while Lieut. Bull remained to demolish a bombsight. The company denied the claim on the contention that the aviation clause in the policy voided the coverage in event death resulted from flying or riding in an airplane.

Ask your company for the Little Gem Life Chart, when requesting your up-to-date reference book—it gives much more information.

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More than fifteen per cent of those comprising the Equitable of Iowa's field force are now in the armed services. Their contributions to the cause of Freedom are self-evident.

A full one hundred per cent of all Equitable of Iowa field representatives who are continuing to serve as Life Underwriters are also doing their part, by extending the benefits and services of Life Insurance more effectively and aggressively than ever before. Let us not minimize the importance of their contributions. There is a very real responsibility in helping to preserve, through Life Insurance, the economic well-being of the home front.

Additionally, Equiowans on the home front are selling War Bonds and Stamps; they are serving on draft boards, as air raid wardens, auxiliary police, and in many other avenues of the war effort... and they are investing generously of their earnings in War Bonds.

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THE TORCH OF FREEDOM

Standing in the shadow of the Washington monument, facing the shrine of Lincoln, the courage, honor and vision of those great Americans is strong in our hearts this birthday of our Nation. They willed to us the Torch of Freedom—a torch that must be carried high beyond the borders of any one nation or the selfish purpose of man.

This birthday our Nation is at war — endless bomb-shattered, tank battered weeks have been endured. Thousands of planes have brought hell to the heavens. Ships, above and below the surface, have set the seas aflame. Men must seek protection in jungle fox-holes and in desert or arctic dugouts that the world may be unshackled, all men set free. The peoples of our Nation are risking the infinite sweetness of life that the dictates of God may in the end prevail.

We re-dedicate our resources, our lives, that the torch of freedom may be carried to the ends of the world.

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IN ten more minutes they'll be in action—American fighters risking life and limb to conquer one more bridgehead on the road to freedom.

And in ten more minutes—what will *you* be doing to help win this war?

Because it's up to you as much as it's up to them. Unless you—and all the rest of us at home—are devoting every spare minute of our time to fighting this war as civilians, *their* chances of victory are slim.

Next time you read of an American raid on enemy positions—with its tragic footnote of lost planes and ships and men—ask yourself:

"What more can I do today for freedom? What more can I do tomorrow that will save the lives of men like this and help them win the war?"

* * *

To help you find *your* place in America's War for Freedom, the Government has organized the Citizens Service Corps as part

of local Defense Councils. Probably there is one of these Corps operating now in your community. Give it your full co-operation. If none exists, help organize one.

Write to this magazine for a free booklet, "You and the War," telling you what to do and how to do it. This is *your* war. Help win it. Choose what you will do now!

EVERY CIVILIAN A FIGHTER

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